



 **AMC**

Product Information Book



Pacer Wagon "D/L"

Pacer Wagons

Pacer Sedan
Pacer Sedan X

Pacer Sedan D/L
Levi's® Interior

Color/Upholstery

Audio/Comfort/
Convenience Options

Appearance/Protection/
Travel/Power Options



All new Pacer Wagon

It has everything that made Pacer an excitingly different kind of car, plus station wagon space and convenience, and more . . .

- **Style**—Pacer is the trendsetter
- **Space**—Wide for greater room and comfort
- **Isolated Suspension**—For a firm, comfortable ride
- **Convenient Rear Liftgate**—Provides easy access to rear cargo compartment
- **Folding Rear Seat**—For 47.8 cubic feet of cargo space
- **Expansive Glass Area**—Offers outstanding visibility
- **Rack and Pinion Steering**—Handles smoothly and responsively
- **Wider Passenger Door**—For easier entry/exit
- **High Level of Standard Equipment**

**Plus . . . the Exclusive
AMC BUYER PROTECTION PLAN® II.**

(Pacer Wagon shown with optional vinyl roof, luggage rack, and styled road wheels.)

Pacer Wagon features carpeted cargo area with folding second seat.





Pacer Wagon D/L

Pacer D/L brings new style, comfort and luxury to the wagon scene, with individual reclining seats, Extra Quiet Insulation, and elegant woodgrain trim.

Pacer Wagon D/L Package includes:

- Individual reclining seats in Rallye Perforated vinyl
- Custom steering wheel
- Custom door panels with assist straps
- Woodgrain instrument panel overlay
- Woodgrain side and rear overlays
- Extra Quiet Insulation Package
- High Level Ventilation
- 12-inch day/night mirror
- Dual horns
- Light Group
- Styled road wheels
- D78 x 14 white sidewall tires
- Bright exterior moldings
- Bumper nerfing strips
- Cargo side and liftgate carpet with skid straps
- Unique D/L ornamentation

Plus . . . the Exclusive AMC BUYER PROTECTION PLAN® II.

Individual reclining seats in comfortable Rallye Perforated vinyl, with custom door trim panels.



Pacer Specifications

**Pacer Sedan
Pacer Sedan X**

**Pacer Sedan D/L
Levi's® Interior**

Color/Upholstery

**Audio/Comfort/
Convenience Options**

**Appearance/Protection/
Travel/Power Options**



Pacer Sedan

There's a lot more to Pacer than meets the eye . . . like wide stance, roomy comfort, responsive handling, easy access to the rear cargo compartment, and more . . .

- **Style**—Pacer Sedan is the one that started it all
- **Space**—Wide for greater room and comfort
- **Isolated Suspension**—For a firm, comfortable ride
- **Convenient Rear Liftgate**—For easy access to rear cargo compartment
- **Folding Rear Seat**—For 28.0 cubic feet of cargo space
- **Expansive Glass Area**—Offers outstanding visibility
- **Rack and Pinion Steering**—For smooth, responsive handling
- **Wider Passenger Door**—For easier entry and exit
- **Wide Range of Extra Value Features**
 - Economical 232 CID 6-cylinder engine
 - 3-speed manual transmission w/floor shift
 - Front disc brakes
 - Carpeted cargo area

Plus . . . the Exclusive AMC BUYER PROTECTION PLAN® II.

(Pacer Sedan shown with optional aluminum wheels. For the complete list of standard equipment, refer to the Specifications section.)

Basketry Print fabric splitback bench seat (Std.)





Pacer Sedan X

Creates excitement wherever it goes . . . with a wide selection of racy extras that add distinctive sports flair inside and out.

Pacer Sedan X Package includes:

- Rallye Perforated vinyl bucket seats
- Woodgrain instrument panel overlay
- Sports steering wheel
- Custom door trim panels
- Front sway bar
- DR78 x 14 black tires
- Slot styled wheels
- Extra Quiet Insulation Package
- High Level Ventilation
- Pacer X ornamentation

**Plus . . . the Exclusive
AMC BUYER PROTECTION PLAN® II.**

(Optional two-tone paint, styled road wheels, white sidewall tires, Exterior Decor Group, Visibility Group, bumper nerfing strips, door vent windows and locking gas cap shown.)

Rallye Perforated vinyl bucket seats .



Pacer Specifications

**Gremlin Rally Stripe
Levi's® Interior**

**Pacer Sedan D/L
Levi's® Interior**

Color/Upholstery

**Audio/Comfort/
Convenience Options**

**Appearance/Protection/
Travel/Power Options**



Pacer Sedan D/L

Searching for something special in a luxury sedan? Start with Pacer D/L . . . with comfort and convenience features that make Pacer Sedan even more fun to drive.

Pacer Sedan D/L Package includes:

- Individual reclining seats in Basketry Print fabric.
- Custom door panels with assist straps
- Custom steering wheel
- Woodgrain instrument panel overlay
- Extra Quiet Insulation Package
- Light Group
- High Level Ventilation
- 12-inch day/night mirror
- Styled road wheels
- D78 x 14 white sidewall tires
- Dual horns
- Bright exterior moldings
- Bumper nerfing strips
- Unique D/L ornamentation

(Pacer Sedan shown with optional aluminum wheels.)

Individual reclining seats in attractive Basketry Print fabric.



Levi's® Pacer

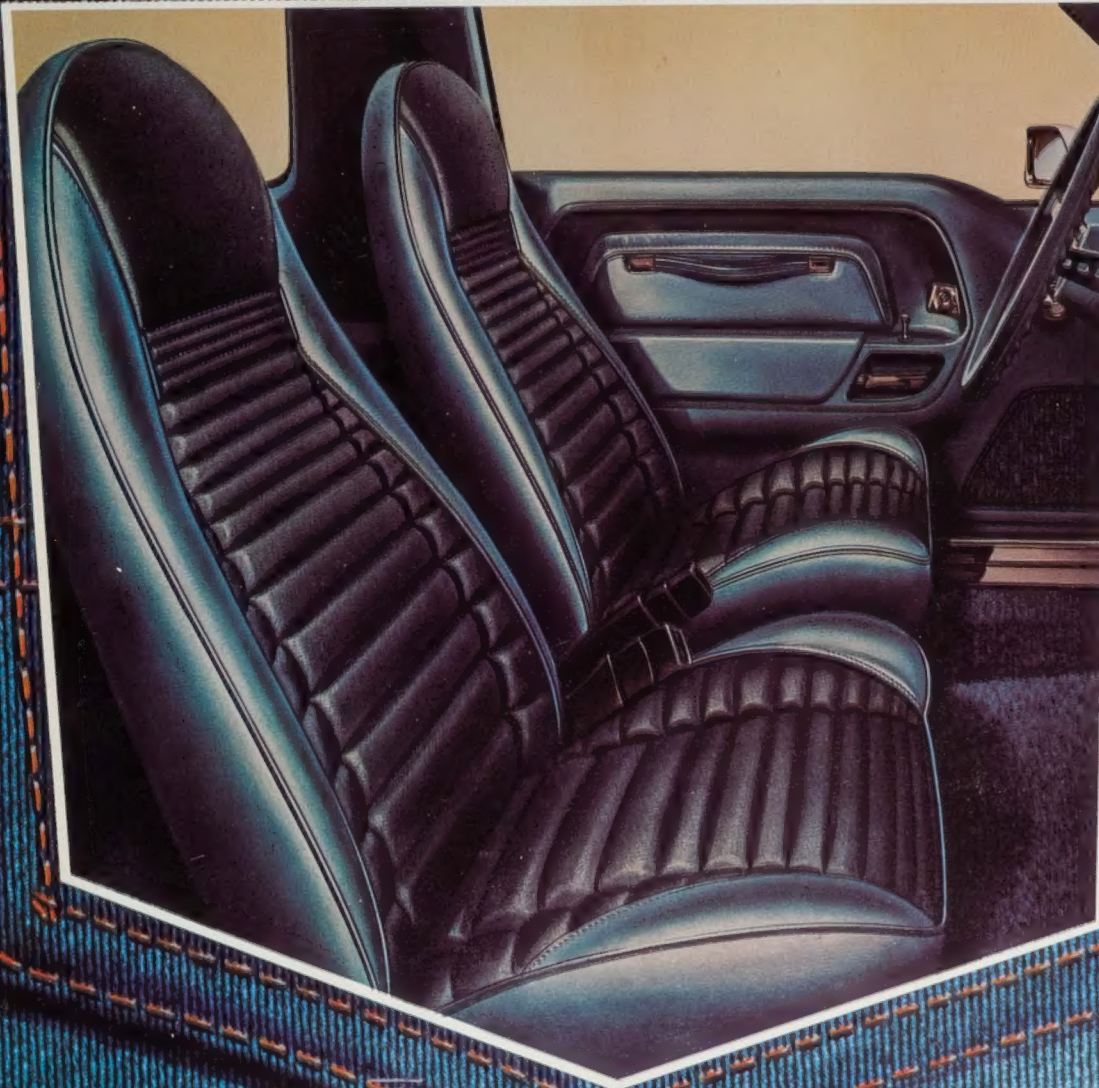
**Brand spanking new for 1977!
For style and sportiness to fit your
needs, try Levi's Pacer
on for size.**

Levi's Trim Package includes:

- Sporty bucket seats in simulated blue denim fabric and Levi's buttons
- Simulated blue denim door trim and buttons
- Stowage/litter pouches in simulated blue denim
- Blue headlining and sun visors
- Levi's decal on front fenders

*Levi's Trim Package is available with the
following exterior colors:*

- Alpine White
- Powder Blue
- Captain Blue
- Midnight Blue
- Silver Frost
- Firecracker Red
- Tawny Orange
- Sunshine Yellow
- Classic Black



Pacer Specifications

Gremlin Rally Stripe
Levi's® Interior

Color/Upholstery

Color/Upholstery

Audio/Comfort/
Convenience Options

Appearance/Protection/
Travel/Power Options

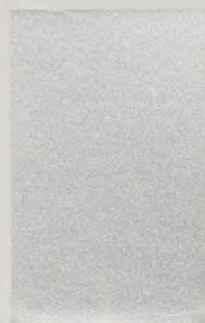
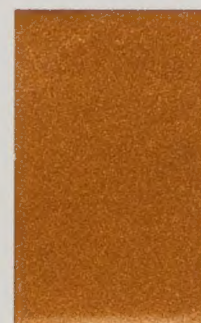
PACER EXTERIOR COLORS



G7 Alpine White



P1 Classic Black

6J Silver Frost,
Metallic6V Sunshine
Yellow7M Golden Ginger,
Metallic

6D Sand Tan

7B Mocha Brown,
Metallic7L Loden Green,
Metallic

7Y Tawny Orange



6P Firecracker Red

7C Autumn Red,
MetallicJ2 Brandywine,
Metallic

7D Powder Blue

7K Midnight Blue,
Metallic7W Captain Blue,
Metallic

"Bravado" Grain Vinyl Covered Roofs



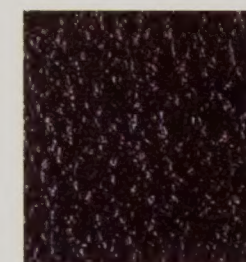
Beige



Black



White



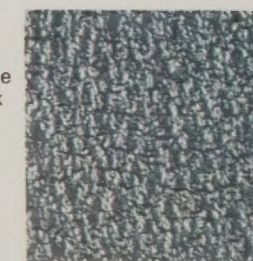
Brown



Berry

Optional Two-Tone
Paint (Sedan only) —

Captain Blue/Midnight Blue
Alpine White/Classic Black
Sand Tan/Tawny Orange
Autumn Red/Brandywine



Silver



Basketry Print Fabric

(Standard Sedan, optional on Wagon)

Seat Style: Split back bench seat is standard on Sedan. Optional on Wagon. Individual reclining seat is standard with Sedan D/L package



Rallye Perforated Vinyl

(Standard on Wagon. Optional on Sedan)

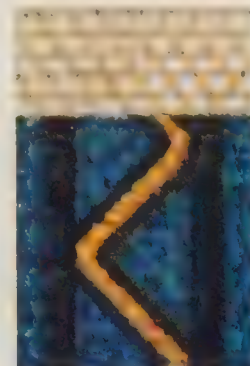
Seat Style: Bucket Seats optional on Sedan and Wagon. Split back bench is standard on Wagon. Individual reclining seat standard with Wagon D/L package



BERRY—Exteriors: Alpine White, Sand Tan, Autumn Red, Brandywine, Silver Frost, Firecracker Red, Classic Black



BLACK—Exteriors: All AMC colors



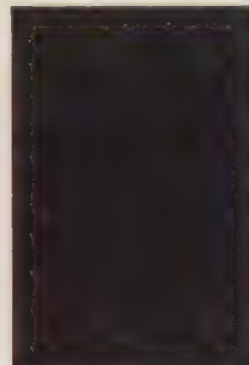
BLUE—Exteriors: Alpine White, Powder Blue, Captain Blue, Midnight Blue, Silver Frost, Firecracker Red, Tawny Orange, Classic Black, Sunshine Yellow



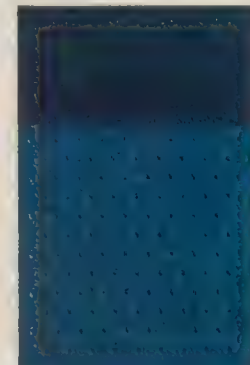
TAN—Exteriors: Alpine White, Loden Green, Sand Tan, Golden Ginger, Mocha Brown, Autumn Red, Brandywine, Firecracker Red, Tawny Orange, Sunshine Yellow, Classic Black



BERRY—Exteriors: Alpine White, Sand Tan, Autumn Red, Brandywine, Silver Frost, Firecracker Red, Classic Black



BLACK—Exteriors: All AMC colors



BLUE—Exteriors: Alpine White, Powder Blue, Captain Blue, Midnight Blue, Silver Frost, Firecracker Red, Tawny Orange, Classic Black, Sunshine Yellow



TAN—Exteriors: Alpine White, Loden Green, Sand Tan, Golden Ginger, Mocha Brown, Autumn Red, Brandywine, Firecracker Red, Tawny Orange, Sunshine Yellow, Classic Black



Levi's® Trim Fabric

(Optional on Sedan and Wagon)

Seat Style: Bucket Seats optional on Sedan and Wagon



BLUE—Exteriors: Alpine White, Powder Blue, Captain Blue, Midnight Blue, Silver Frost, Firecracker Red, Tawny Orange, Sunshine Yellow, Classic Black

1977 PACER		COLORS	BLACK	BLK/ WHT	BLUE	BLUE/ WHT	BERRY	BER/ WHT	TAN	TAN/ WHT
		T-CODE	721	72A	723	72B	725	72D	726	72E
		TRIMS	Rallye Perf. Vinyl	Basketry Print Fabric	Rallye Perf. Vinyl	"Levi's" Fabric	Rallye Perf. Vinyl	Basketry Print Fabric	Rallye Perf. Vinyl	Basketry Print Fabric
MODEL	FRONT SEAT TYPES									
2 DR. SEDAN	Split Back Bench—Std	F	E	F		F	E	F	F	F
	Bucket Seats	Q		Q	R	Q	Q	Q	Q	Q
	Reclining Indiv.—Opt.	L	J	L		L	J	L	J	L
2 DR. WAGON	Split Back Bench—Std	F	E	F		F	E	F	F	F
	Bucket Seats	Q		Q	R	Q	Q	Q	Q	Q
	Reclining Indiv.—Opt.	L	J	L		L	J	L	J	L

F—Vinyl Split Back Bench Seat w/o 4 Sp. Trans. Q—Vinyl-Bucket Seat L—Vinyl Individual Seat E—Fabric Split Back Bench Seat J—Fabric Individual Seat R—Fabric-Bucket Seat-Levi.

Radios



AM Radio — Reliable all-transistor design with automatic gain control to minimize fading.



AM/FM Stereo Radio — Static-free, drift-free FM band enhances your listening and driving enjoyment. Also available in monaural.

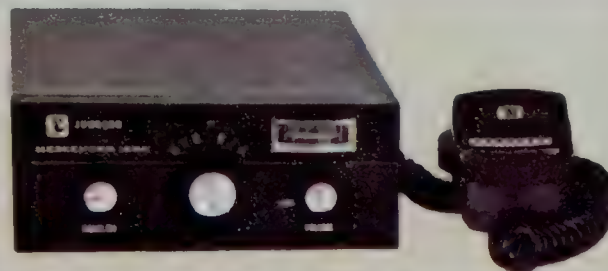


AM/FM Stereo Tape Player — Combines AM/FM reception with 8-track tape deck and rich stereo sound. Features speaker controls for balance and volume, plus FM stereo indicator light.

Speakers — Wide range of monaural and stereo rear speakers for installation in rear quarter side panels, doors or rear compartment. Separate speakers are also available for dealer-installed CB transceivers.

CB Antennas — Full selection of CB antennas for greater range and reception. Includes 9-foot whip, 46-inch rooftop, gutter mount, deck lid, AM/FM/CB combination and omni-directional base station types. Antenna Meter Kit also available to improve transmitting and receiving efficiency (available from your AMC Dealer)

CB Radios



Johnson 123 CB Transceiver — Compact unit with full allowable power output. Features electronic speech compression, automatic noise limiter, selectivity filter, and acoustically isolated speaker for better sound quality (Dealer installed).



Johnson 323 CB Transceiver — Deluxe unit features unique "dual cascade" crystal filtering system for greater interference rejection, plus Tapered Automatic Noise Limiter to block noise signals as they increase (Dealer installed).



Johnson 130 CB Transceiver — Combines all the features of the CB 123 with attractive "radio telephone" styling, plus external speaker jack for public address function (Dealer installed).



Johnson CB Base Station — Provides AC power supply necessary for converting mobile unit to base station operation. Operates from any 110-120 volt outlet (Dealer installed).



Kraco 2310 CB Transceiver — Features squelch control, automatic noise limiting and detachable dynamic microphone. Also includes built-in speaker, public address switch, and positive/negative ground (Dealer installed).

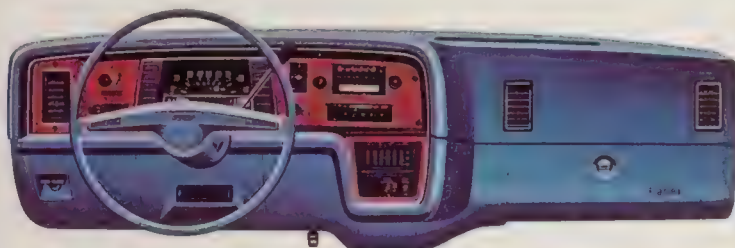


Kraco 2320 CB Transceiver — Includes all the features of the CB 2310, plus a walnut grained cabinet with black and chrome-plated front, and illuminated Vu-meter (Dealer installed).

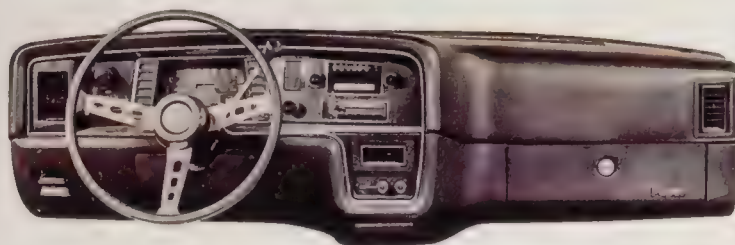


Kraco 2330 CB Transceiver — The ultimate CB radio, with walnut grained cabinet and black and chrome-plated front, noise blanker switch, transmit/receive indicator lamps, and RF gain for better performance (Dealer installed).

Comfort



All-Season Air Conditioning — Factory-installed All-Season Air Conditioning System. Includes Heavy Duty Engine Cooling System.



Custom American Air® — Year-round comfort, whatever the outside temperature with this efficient, compact unit. Precision controls, adjustable louvers, choice of three blower speeds, full range of temperature selection, plus streamlined styling to enhance the interior decor. Available from your AMC dealer.

Air Conditioning Package — A complete air conditioning package for more powerful, efficient cooling. Includes All-Season Air Conditioning, Heavy Duty Cooling System, flex fan, tinted glass and power steering.

Tinted Glass (All Windows) — Cool down your car's interior and reduce sun glare for a more comfortable ride all around. Recommended with air conditioning for more efficient cooling.

High Level Ventilation — Adjustable instrument panel vents provide added air flow and comfort, plus needed ventilation on rainy days.

Convenience



12-inch Day/Night Rear View Mirror



Cruise Command Automatic Speed Control

Interior Decor/Convenience Group — Special touches help make your drive more pleasant and convenient. Includes dome reading lamp, front and rear colored floor mats with carpeted inserts, electric clock, headlights-on warning buzzer, lighted right visor vanity mirror, storage litter container (not available with AM/FM radio or AM/FM stereo/tape player).

Light Group — Includes glove box light, engine compartment light, ash tray light, courtesy lights, liftgate light switch (Sedan) and cargo area light (Wagon).

Visibility Group — Includes remote control chrome left hand mirror, matching manual right hand mirror, Deluxe Wiper System, and 12-inch day/night rear view mirror.

Deluxe Visibility Group — All the convenience of the Pacer Visibility Group, plus electric rear window defroster, and Rear Window Wiper/Washer System.

Electric Rear Window Defroster — Driver controlled switch activates electrically controlled rear window defroster system. Helps keep rear window frost and condensation free for greater convenience, visibility and safety.



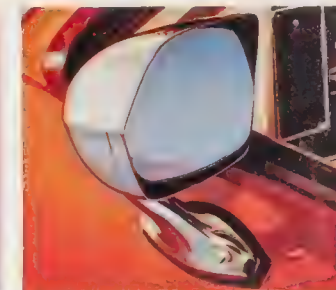
Lighted Vanity Mirror — (Dealer installed)



Console Armrest with Locking Storage Compartment



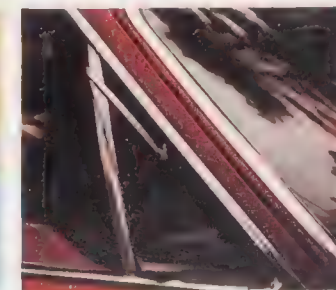
Adjust-O-Tilt Steering Wheel



Remote Control Outside Mirror



Rear Window Wiper/Washer



Door Vent Windows

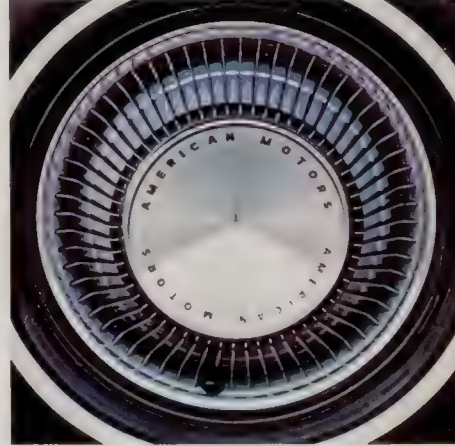
Appearance



Stylized Road Wheels



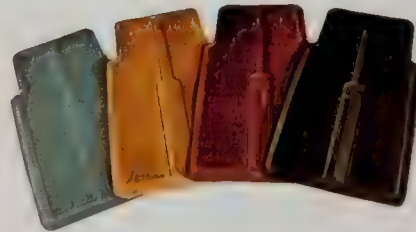
Aluminum Wheels



Custom Wheel Covers



Soft-Feel Sports Steering Wheel



Colored Floor Mats with Carpet Inserts



Vinyl Roof — See Color & Upholstery Section for availability.

Pacer "X" Package (Sedan) — Includes sports steering wheel, slot styled wheels, DR78 x 14 BSW tires, front sway bar, High Level Ventilation, Rallye Perforated vinyl bucket seats, woodgrain instrument panel overlay, custom door trim panels, "X" ornamentation, Extra Quiet Insulation Package. (Not available with Pacer "D/L" Package.)

Pacer "D/L" Package — Includes individual reclining Basketry Print fabric seats (Sedan), individual reclining Rallye Perforated vinyl seats (Wagon), custom door panels with straps, woodgrain instrument panel overlay, custom steering wheel, Light Group, dual horns, High Level Ventilation, wheelip moldings, styled road wheels, D78 x 14 WSW tires, rear wheelhouse pads, door reveal moldings, license plate surround molding (Sedan), lower back panel overlay (Sedan), hood rear edge molding, bumper nerfing strips, cargo side and liftgate carpet with skid strips (Wagon), Extra Quiet Insulation Package, woodgrain side and rear overlays (Wagon), 12-inch day/night mirror, "D/L" identification.

Levi's® Trim Package — Includes sporty bucket seats in simulated blue denim fabric and "Levi's" buttons, simulated blue denim door trim and buttons, stowage/litter pouches in simulated blue denim, blue headlining and sun visors, plus "Levi's" decal on front fenders.

Exterior Decor Group — Includes wheelip moldings, narrow rocker panel moldings, door window molding, license plate surround molding, lower back panel overlay (Pacer Sedan "X" only).

Two-Tone Paint Treatment — Classic style and distinction for Pacer Sedan. Available in four exciting color combinations: Captain Blue Metallic/Midnight Blue Metallic, Silver Frost Metallic/Classic Black, Sand Tan/Tawny Orange, Autumn Red Metallic/Brandywine Metallic. See the Pacer Sedan "X" Section for illustration, and refer to the Color & Upholstery Section for complete details. (Not available with vinyl roof.)

Protection



Door Edge Guards



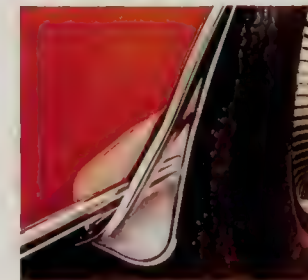
License Plate Frame



Locking Gas Cap



Bumper Guards (Front & Rear)



Splash Guards — Minimize tar and road oil build-up on fenders. Stainless-steel-and-rubber or plastic models are offered. Available from your AMC dealer.



Hidden Compartment (Sedan) — Converts rear cargo area into a lockable storage area for added security. Removable molded plastic cover mounts neatly behind the rear seat.

Extra Quiet Insulation Package — Includes roof insulation, rear wheel housing insulation, cargo floor sound deadener, hood, and front and rear floor insulation, full undercoating.

Vent Shades — Allow driving with windows open in rainy weather, and help offset window glare. Smart stainless steel finish. Available from your AMC dealer.

Travel



Vinyl Luggage Carrier — Waterproof vinyl cover keeps rooftop items dry, clean, and protected. Masonite floor and rugged frame add to long life. Available from your AMC dealer.



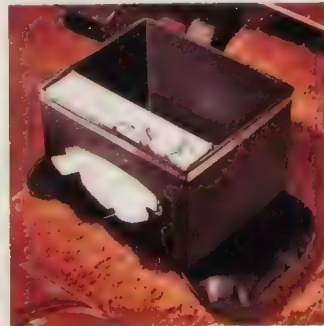
Roof Rack — Dresses up your roof and gives you added storage space for luggage.



Compass — Easily read at night. Available from your AMC dealer.



Ski Rack — Quickly installed, holds six skis and four poles. Available from your AMC dealer.



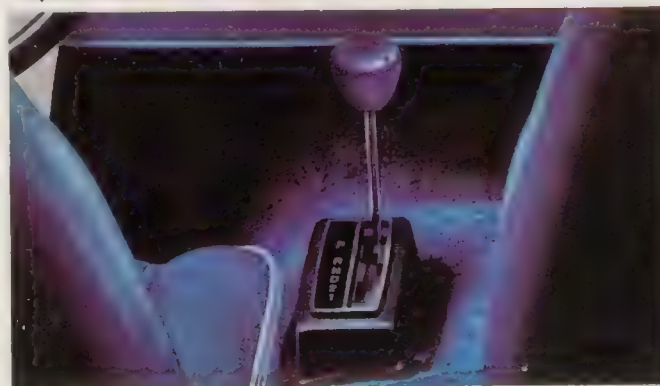
Litter Container/Tissue Dispenser — Available from your AMC dealer.

Travel Towing Mirrors — A pair of large, fender mounted mirrors specially designed for trailer towing. Wide field of view and swivel heads for precise aiming. Available from your AMC dealer.

Power



4-Speed Manual Floor-Mounted Transmission



Automatic Transmission with Floor Shift

Twin Grip Differential — Automatically transfers torque to the wheel with the most traction to help check wheel spin in mud or snow.

Power Steering — Gives you fast, easy turning in traffic and parking situations.

Power Front Disc Brakes — Provide maximum stopping power and resist fade, heat and water. Rear drum brakes also power assisted.

258 CID 6-Cylinder Engine — Added power for greater acceleration, performance, and for operating additional equipment

Heavy Duty/Performance

Heavy Duty Cooling System — Rugged Heavy Duty Cooling System includes heavy duty radiator, flex fan, and fan shroud. Included with All-Season Air Conditioning and recommended for use with all other air conditioning applications.

Heavy Duty Suspension — A firm ride and virtually sway-free handling make this package as sporty as it is popular. Includes heavy duty springs, heavy duty shocks, and front sway bar.

Heavy Duty 70 Amp Battery — Greater starting and staying power for electrical accessories and high output requirements.

Engine Block Heater — Plugs into regular 110-volt outlet to warm engine block during cold winter months. Provides faster easier starts, reduces battery drain, helps heater warm up faster.

Sway Bar — Factory-installed front sway bar provides smooth and steady axle control that's extra useful for special performance and heavy duty requirements.



Portable Air Compressor — Lightweight and durable air compressor with convenient lighter plug-in or battery clamp attachment. Inflates, dusts and pressurizes with 60 P.S.I. of air pressure. Available from your AMC dealer.

80 Amp Special Equipment Battery — (Dealer installed.)

Steel Belted Radial Tires — Front sway bar included.

Performance Package — Includes 258 CID 6-cylinder engine, heavy duty springs, heavy duty shocks, front sway bar, 4-speed manual transmission, brushed aluminum instrument panel overlay, soft-feel sports steering wheel, and rally instrumentation with tachometer, electric clock, and oil pressure, temperature, and amp gauges. (Bucket seats required.)

PACER STANDARD FEATURES

See how much *more* you get for your money.

- Power team: economical 232 CID 6-cylinder engine, 3-speed manual synchromesh transmission with floor shift
- Electronic ignition, virtually maintenance-free
- Foam-cushioned bench seats trimmed in Rallye Perforated vinyl (Wagon), Basketry Print fabric (Sedan)
- Color-keyed carpeting
- Folding second seat for up to 47.8 cu. ft. of cargo space (Wagon); 29.5 cu. ft. of space (Sedan)

- Ventless door windows; rear quarter window vents (Wagon)
- Locking stowage compartment in rear quarter panel (Wagon)
- Protective body side scuff molding
- Parking brake warning light
- Inside hood release
- For smoother, quieter riding: isolated front cross member and coil-spring suspension; isolated rear leaf-spring suspension
- Heating and Defrosting System
- 2-Speed electric wipers/washers
- Dome light actuated by doors

- Rear hatch with built-in assist for easy opening and closing
- Front disc brakes
- Ash tray and cigarette lighter
- Durable "Luster-Guard" acrylic baked enamel finish

BUYER PROTECTION PLAN* II

1977 AMC FULL 12-MONTH/12,000-MILE NEW CAR WARRANTY; FULL 24-MONTH/24,000-MILE ENGINE AND DRIVE TRAIN WARRANTY

When you buy a new 1977 AMC car from an AMC dealer, American Motors Corporation* guarantees to you that for 12 months or 12,000 miles from the date of delivery or first use, whichever comes first, it will, except for tires, pay for the repair or replacement of any part it supplies which proves defective in material or workmanship. American further guarantees that for 24 months or 24,000 miles from the date of delivery or first use, whichever comes first, it will pay for the repair or replacement of the following parts which it supplies if they prove to be defective in material or workmanship: cylinder block, heads and valve train; internal engine parts; intake and exhaust manifolds; water pump; flywheel; crankshaft pulley; transmission; torque converter; clutch assembly; drive shaft and U-Joints; rear axle housing and its internal parts.

Normal service adjustments are not covered by this guarantee beyond the first 4 months or 4,000 miles of use, whichever comes first. Normal service adjustments include, but are not

limited to: wheel alignment and balancing, headlight alignment; adjustments to carburetor, distributor timing, clutch, brake, transmission linkage and bands, belts, doors, windows, hood, rear deck lid, and tailgate.

All we require is that the car be properly maintained and cared for under normal use and service in the fifty United States or Canada and that guaranteed repairs or replacements be made by an AMC dealer.

No other express warranty is given or authorized by American. American shall not be liable for loss of use of vehicle, loss of time, inconvenience or other consequential damages. Some states do not allow exclusion of consequential damages so the above exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights which may vary from state to state.

**In Canada; American Motors (Canada) Limited*

1977 HIGH ALTITUDE PACKAGE

COMPONENTS OF PACKAGE

- Special Engine/Transmission Axle Ratio Combination
- Adjustments: Carburetor, Fuel Air Mixture, Idle Speeds (High and Low) & Ignition Timing
- Revised Emission Control Equipment

PACKAGE REQUIRED:

The High Altitude Package is a required option for all AMC vehicles sold for principal use in counties wholly situated at elevations above 4,000 feet (1,219 meters). This regulation does not apply to California vehicles which must meet California requirements. High Altitude Package is a freely available option and may be ordered on vehicles under 4,000 feet. According to the U. S. Geological Survey, 167 counties are wholly located above 4,000 feet elevation. For complete listing of affected counties, contact your local AMC dealer.

CALIFORNIA REQUIREMENTS

As in the past vehicles destined for sale and registration in the state of California must be equipped with the option "California Emission System and Factory Testing" which requires a special selection of engine/transmission/axle combination.

PACER ENGINE SPECIFICATIONS

Engine	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six	8.0:1	3.75" x 3.50"	STD.
258 CID Six	8.0:1	3.75" x 3.90"	OPT.
258 CID Six	8.0:1	3.75" x 3.90"	OPT.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	STD./OPT.	Axle Ratios			
			49 State		Calif.	High Alt.
			STD.	OPT.		
232 CID Six—	3-Speed Manual Floor Shift	STD.	2.73	N.A.	N.A.	3.08
	4-Speed Manual Floor Shift*	OPT.	2.73	2.53	N.A.	3.08
	Automatic Column Shift	OPT.	2.73	2.53	3.08	3.08
	Automatic Floor Shift*	OPT.	2.73	2.53	3.08	3.08
258 CID Six—	3-Speed Manual Floor Shift	OPT.	2.73	N.A.	N.A.	3.08
	4-Speed Manual Floor Shift*	OPT.	2.73	2.53	N.A.	3.08
	Automatic Column Shift	OPT.	2.73	2.53	3.08	3.08
	Automatic Floor Shift*	OPT.	2.73	2.53	3.08	3.08

*Transmission available only with individual reclining or bucket seats.

TIRE AVAILABILITY

Tire	Sedan	Wagon
6.95 x 14 Blackwall	STD.	N.A.
6.95 x 14 Whitewall	OPT.	N.A.
D78 x 14 Blackwall	OPT.	STD.
D78 x 14 Whitewall	OPT.	OPT.
DR78 x 14 Blackwall (Steel Belted Radial)	OPT.	OPT.
DR78 x 14 Whitewall (Steel Belted Radial)	OPT.	OPT.
DR70 x 14 Raised White Letters (Steel Belted Radial)	OPT.	OPT.

Note: Wheel Covers or Custom Wheel Covers are available on all tire sizes. Slot Styled Wheels are available only with the Pacer Sedan X. Styled Road Wheels or Aluminum Wheels require D78 x 14 tires (minimum).

DIMENSIONS

EXTERIOR

Length (Sedan)	170.0"
Length (Wagon)	174.0"
Wheelbase	100.0"
Width	77.0"
Height (Sedan)	52.7"
(Wagon)	53.0"
Tread (front/rear)	61.2"/60.2"
Turning Diameter (wall to wall)	37.0 ft

INTERIOR

Head Room (front/rear)	(Sedan)38.3"/37.0"
(Wagon)38.4"/38.1"	
Leg Room	(front/rear)42.0"/34.9"
Shoulder Room	(front/rear)57.3"/48.5"
Hip Room	(front/rear)55.8"/44.24"

CAPACITIES

Cargo Volume Index	(Sedan)29.5 cu. ft.
(Wagon)47.8 cu. ft.	
Fuel Tank22 gals
Vehicle Curb Wt. (approx.)	(Sedan)3165 lbs.
(Wagon)3242 lbs	
*With rear seat down	

Certain equipment items and features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. Certain equipment items and features may not be available for all models. American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models, equipment or price at any time without incurring obligation. AMC, PACER, GREMLIN, HORNET, AMX, MATADOR and BUYER PROTECTION PLAN® are trademarks of American Motors Corporation.



Gremlin "X"

Gremlin
Gremlin X

Gremlin Rally Stripe
Levi's. Interior

Color/Upholstery

Audio/Comfort/
Convenience Options

Appearance/Protection/
Travel/Power Options

Gremlin Specifications



Gremlin

Top value of the subcompacts, with a distinctive new front end design, new larger rear lift window for easier loading, and more . . .

- **Unique Styling**—That expresses your sporty individuality
- **Wide Stance**—For a smooth, stable ride
- **Convenient Rear Lift Window**—Offers easy access to rear cargo compartment
- **Folding Rear Seat**—Provides 26.9 cubic feet of cargo space
- **High Level of Standard Equipment**
 - Economical 232 CID 6-cylinder engine
 - Front disc brakes
 - Electronic ignition
 - Color-keyed carpeting
 - Carpeted cargo area
 - Bright metal moldings
 - Rallye Perforated vinyl splitback bench seats

**Plus . . . the Exclusive
AMC BUYER PROTECTION PLAN® II.**

(Gremlin shown with optional luggage rack, custom wheel covers, and white sidewall tires. For the complete list of standard equipment, refer to the Specifications section.)

Standard Gremlin splitback bench seats in comfortable, durable Rallye Perforated vinyl.





Gremlin X

Full of sporty features that enhance your driving enjoyment . . . sports steering wheel . . . slot styled wheels . . . full length body stripe . . . and more!

Gremlin X Package includes:

- Hot Scotch Plaid fabric bucket seats
- Sports steering wheel
- Slot styled wheels
- D70 x 14 tires
- Extra Quiet Insulation Package
- Full length bodyside stripes with X decal
- Lower back panel stripe decal
- X decal with Gremlin nameplate on hood and back panel
- Brushed aluminum instrument cluster overlay

**Plus . . . the Exclusive
AMC BUYER PROTECTION PLAN[®] II.**

Gremlin X interior features sporty bucket seats in bright Hot Scotch Plaid fabric, sports steering wheel, and brushed aluminum instrument cluster overlay.



Home Wagons

**Gremlin Rally Stripe
Levi's[®] Interior**

Color/Upholstery

**Audio/Comfort/
Convenience Options**

**Appearance/Protection/
Travel/Power Options**

Gremlin Specifications

**Gremlin
Gremlin X**

**Gremlin Rally Stripe
Levi's® Interior**

**Pacer Sedan D/L
Levi's® Interior**

Color/Upholstery

**Audio/Comfort/
Convenience Options**

**Appearance/Protection/
Travel/Power Options**



Gremlin with Optional Rally Stripe

*Design your own sporty Gremlin
... choose from six attractive
Rally Stripe colors and a wide
selection of sporty performance
features.*

Optional Rally Stripe available in six attractive colors: - Black - White - Gold - Berry - Red - Blue

- Sporty bucket seats in durable Rallye Perforated vinyl
- Aluminum wheels
- Styled road wheels
- Custom wheel covers
- 258 CID 6-cylinder engine
- 4-speed manual transmission with floor shift
- Soft-feel sports steering wheel
- Heavy Duty Suspension Package
- Front sway bar

(Gremlin shown with optional Rally Stripe, styled road wheels, and bucket seats in Levi's® trim.)

Optional Rallye Perforated vinyl bucket seats and sports steering wheel.



Levi's® Gremlin

A pocketful of fun and excitement . . . filled with attractive, durable blue denim extras.

Levi's Trim Package includes:

- Sporty bucket seats in simulated blue denim fabric and Levi's buttons
- Simulated blue denim door trim and buttons
- Stowage/litter pouches in simulated blue denim
- Blue headlining and sun visors
- Levi's decal on front fenders

Levi's Trim Package is available with the following exterior colors:

- Alpine White
- Powder Blue
- Midnight Blue
- Silver Frost
- Sunshine Yellow
- Sun Orange
- Brilliant Blue
- Firecracker Red



Hornet Wagons

Hornet Hatchback
AMX/Levi's

Color/Upholstery

Audio/Comfort/
Convenience Options

Appearance/Protection/
Travel/Power Options

Gremlin Specifications

GREMLIN EXTERIOR COLORS



P1 Classic Black



**6J Silver Frost,
Metallic**



**6V Sunshine
Yellow**



**7M Golden Ginger,
Metallic**



6D Sand Tan



**7B Mocha Brown,
Metallic**



7Z Sun Orange



**7L Loden Green,
Metallic**



7P Lime Green



6P Firecracker Red



**7C Autumn Red,
Metallic**



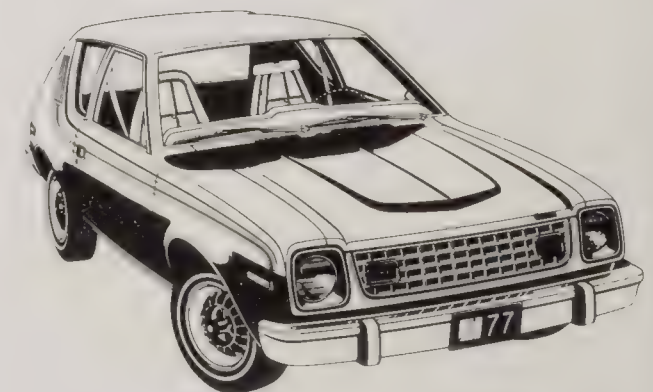
7D Powder Blue



**7K Midnight Blue,
Metallic**



6R Brilliant Blue



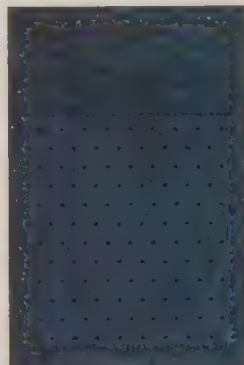


Rallye Perforated Vinyl
(Standard)

Seat Style: Splitback Bench seat is standard. Bucket seat is optional.



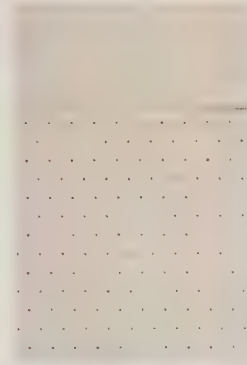
BLACK—Exteriors: All AMC Colors



BLUE—Exteriors: Alpine White, Powder Blue, Midnight Blue, Silver Frost, Brilliant Blue, Classic Black



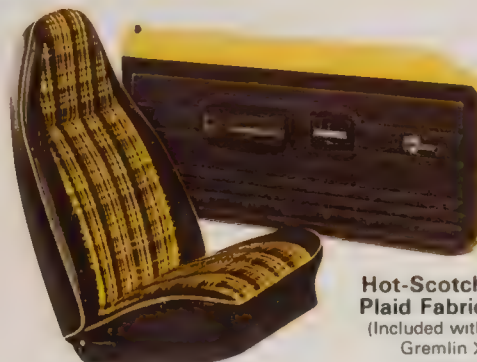
BERRY—Exteriors: Alpine White, Sand Tan, Autumn Red, Silver Frost, Firecracker Red, Classic Black



WHITE—Exteriors: All AMC Colors (bucket seats only)



TAN—Exteriors: Alpine White, Loden Green, Sand Tan, Golden Ginger, Mocha Brown, Sunshine Yellow, Sun Orange, Lime Green, Firecracker Red, Classic Black

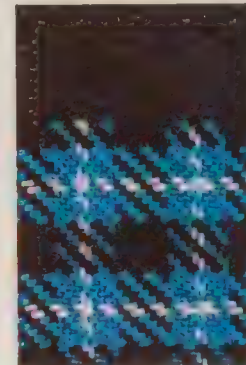


Hot-Scotch Plaid Fabric
(Included with Gremlin X package)

Seat Style: Bucket Seats with Hot-Scotch Plaid are included with Gremlin X package



BLACK/ORANGE—Exteriors: Alpine White, Sand Tan, Golden Ginger, Autumn Red, Sun Orange, Firecracker Red, Classic Black



BLACK/BLUE—Exteriors: Alpine White, Powder Blue, Midnight Blue, Silver Frost, Brilliant Blue, Classic Black



BLACK/GREEN—Exteriors: Alpine White, Loden Green, Sunshine Yellow, Lime Green, Classic Black



BLACK/YELLOW—Exteriors: Alpine White, Golden Ginger, Mocha Brown, Sunshine Yellow, Lime Green, Classic Black



Levi's® Trim Fabric
(Optional)

Seat Style: Bucket Seats with Levi's trim are optional



BLUE—Exteriors: Alpine White, Powder Blue, Midnight Blue, Silver Frost, Sunshine Yellow, Sun Orange, Brilliant Blue, Firecracker Red

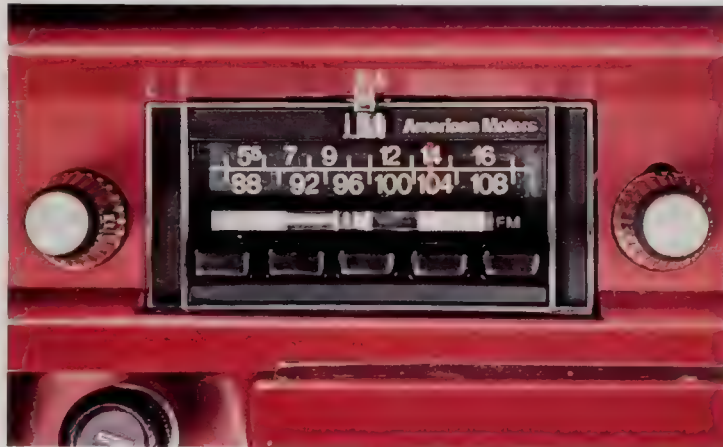
1977 GREMLIN		COLORS	BLACK	BLUE	BERRY	TAN	WHITE	BLACK/ORANGE	BLACK/BLUE	BLACK/YELLOW	BLACK/GREEN
		T-CODES	701	703	705	706	70A	70J	70G	70K	70H
		TRIMS	Rallye Perforated Vinyl	Rallye Perforated Vinyl	"Levi's" Fabric	Rallye Perforated Vinyl	Active Perforated Vinyl	Rallye Perforated Vinyl	Hot-Scotch Plaid Fabric	Hot-Scotch Plaid Fabric	Hot-Scotch Plaid Fabric
MODEL	FRONT SEAT TYPE										
4-PASS.	Bench—Split Back	H	H	H	H	H	H	H	H	H	H
	Bucket Seat	O	O	R	O	O	O	O	P	P	P

H—Vinyl-Bench Seat-Split Back, Q—Vinyl-Bucket Seat, R—Fabric-Bucket Seat-Levi, P—Fabric-Bucket Seat

Radios



AM Radio — Reliable all-transistor design with automatic gain control to minimize fading.

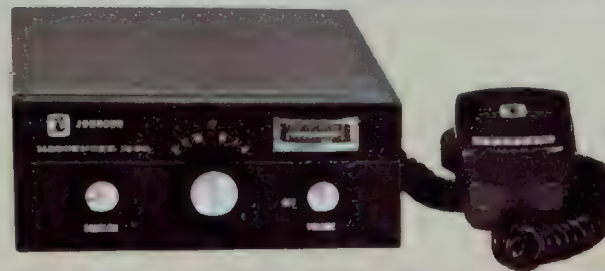


AM/FM Stereo Radio — Static-free, drift-free FM band enhances your listening and driving enjoyment. Also available in monaural.

Speakers — Wide range of monaural and stereo rear speakers for installation in rear quarter side panels, doors or rear compartment. Separate speakers are also available for dealer-installed CB transceivers.

CB Antennas — Full selection of CB antennas for greater range and reception. Includes 9-foot whip, 46-inch rooftop, gutter mount, deck lid, AM/FM/CB combination and omni-directional base station types. Antenna Meter Kit also available to improve transmitting and receiving efficiency (available from your AMC Dealer).

CB Radios



Johnson 123 CB Transceiver — Compact unit with full allowable power output. Features electronic speech compression, automatic noise limiter, selectivity filter, and acoustically isolated speaker for better sound quality (Dealer installed).



Johnson 323 CB Transceiver — Deluxe unit features unique "dual cascade" crystal filtering system for greater interference rejection, plus Tapered Automatic Noise Limiter to block noise signals as they increase (Dealer installed).



Johnson 130 CB Transceiver — Combines all the features of the CB 123 with attractive "radio telephone" styling, plus external speaker jack for public address function (Dealer installed).



Johnson CB Base Station — Provides AC power supply necessary for converting mobile unit to base station operation. Operates from any 110-120 volt outlet (Dealer installed).



Kraco 2310 CB Transceiver — Features squelch control, automatic noise limiting and detachable dynamic microphone. Also includes built-in speaker, public address switch, and positive/negative ground (Dealer installed).

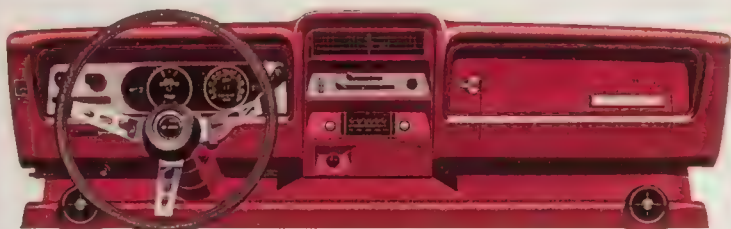


Kraco 2320 CB Transceiver — Includes all the features of the CB 2310, plus a walnut grained cabinet with black and chrome-plated front, and illuminated Vu-meter (Dealer installed).

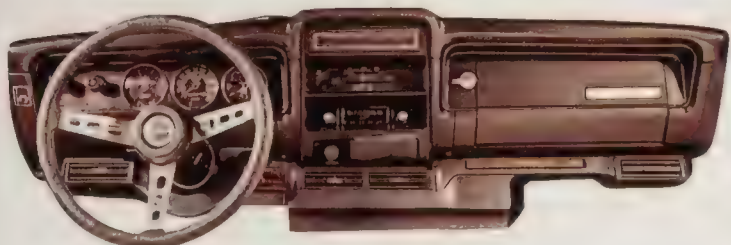


Kraco 2330 CB Transceiver — The ultimate CB radio, with walnut grained cabinet and black and chrome-plated front, noise blanker switch, transmit/receive indicator lamps, and RF gain for better performance (Dealer installed).

Comfort

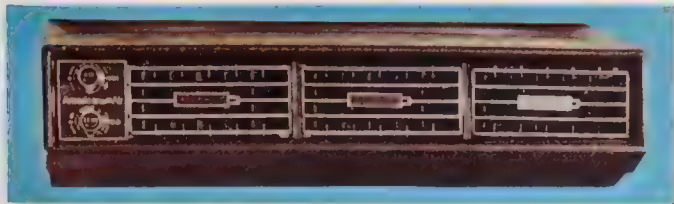


All-Season Air Conditioning — Factory-installed air conditioning system for Gremlin includes Heavy Duty Engine Cooling System, and full-width parcel shelf under the instrument panel.



Custom American Air® — Year-round comfort, whatever the outside temperature with this efficient, compact unit. Precision controls, adjustable louvers, choice of three blower speeds, full range of temperature selection, plus streamlined styling to enhance the interior decor. Available from your AMC dealer.

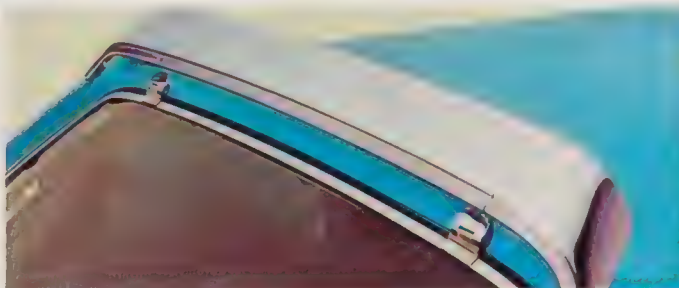
Air Conditioning Package — A complete air conditioning package for more powerful, efficient cooling. Includes All-Season Air Conditioning, Heavy Duty Cooling System, flex fan, tinted glass and power steering.



Universal American Air® — Driving comfort at economical prices makes this Universal American Air® System a favorite with car owners. Available from your AMC dealer.

Tinted Glass (All Windows) — Cool down your car's interior and reduce sun glare for a more comfortable ride all around. Recommended with air conditioning for more efficient cooling.

Convenience



Tailgate Air Deflector



Cruise Command Automatic Speed Control — (Dealer installed.) N.A. with air conditioning or heavy duty cooling.

Interior Decor/Convenience Group — Special touches help make your drive more pleasant and convenient. Includes dome reading lamp, front and rear colored floor mats with carpeted inserts, electric clock, headlights-on warning buzzer, right visor mirror, and storage litter containers.

Light Group — Includes glove box light, engine compartment light, ash tray light, and courtesy lights.

Visibility Group — Includes remote control chrome left hand mirror, matching manual right hand mirror, Deluxe Wiper System, and 12-inch day/night rear view mirror

Deluxe Visibility Group — All the convenience of the Visibility Group plus a rear window defroster

Electric Rear Window Defroster — This factory-installed option keeps your rear window fog-free. Electrically controlled system includes heavy duty alternator and tinted rear glass



Visor Mirror — Available from your AMC dealer.



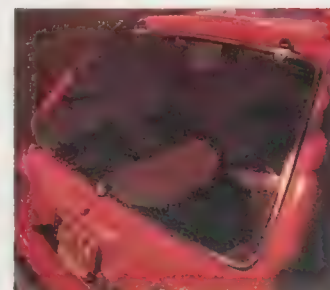
Console Armrest with Locking Storage Compartment



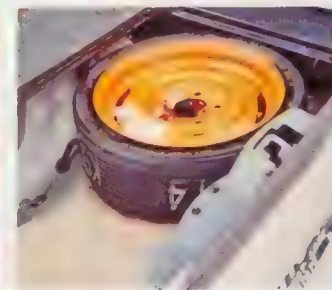
12-Inch Day/Night Mirror



Remote Control Outside Mirror



Electric Rear Window Defroster



Space Saver Spare Tire

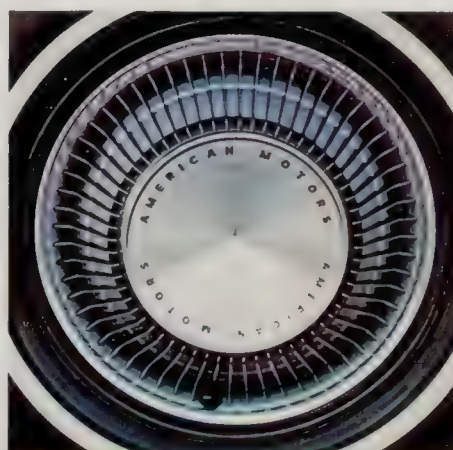
Appearance



Stylized Road Wheels



Aluminum Wheels



Custom Wheel Covers



Soft-Feel Sports Steering Wheel



Colored Floor Mats with Carpet Inserts



Wheel Covers

Gremlin "X" Package — Includes sports steering wheel, slot styled wheels, D70 x 14 black sidewall tires, Hot Scotch Plaid fabric bucket seats, instrument panel overlay, Extra Quiet Insulation Package, 6-inch spare wheel, "X" stripe, and lower back panel decal stripe.

Gremlin Rally Stripe — Sporty accents to highlight Gremlin's exciting new look. Rally Stripe available in six colors; black, berry, gold, red, blue, or white, depending on interior and exterior color selection. Refer to Gremlin Rally Stripe Section, and Color and Upholstery Section for illustration, color selection, and availability.

Bucket Seats — Gremlin features optional bucket seats for comfort, support, and sporty good looks. Rallye Perforated vinyl upholstery is as handsome as it is durable, and breathes naturally to provide cool comfort all year round. Refer to Color & Upholstery Section for availability.

Levi's® Trim Package — Includes sporty bucket seats in simulated blue denim fabric and "Levi's" buttons, simulated blue denim door trim and buttons, stowage/litter pouches in simulated blue denim, blue headlining and sun visors, plus "Levi's" decal on front fenders.

Protection



Door Edge Guards



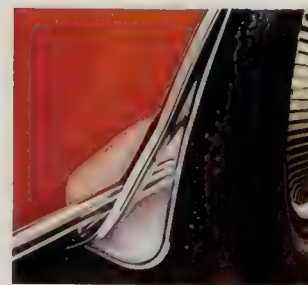
License Plate Frame



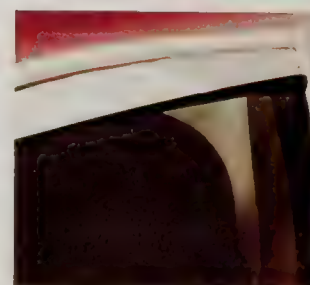
Protective Molding



Front Bumper Guards



Splash Guards — Minimize tar and road oil build-up on fenders. Stainless-steel-and-rubber or plastic models are offered. Available from your AMC dealer.



Vent Shades — Allow driving with windows open in rainy weather, and help offset window glare. Smart stainless steel finish. Available from your AMC dealer.

Extra Quiet Insulation Package — Includes roof insulation, rear wheel housing insulation, cargo floor sound deadener, hood, and front and rear floor insulation, full undercoating.

Protection Group — Includes door edge guards, front bumper guards, bodyside scuff moldings, and inside hood release.

Travel



Vinyl Luggage Carrier — Waterproof vinyl cover keeps rooftop items dry, clean, and protected. Masonite floor and rugged frame add to long life. Available from your AMC dealer.



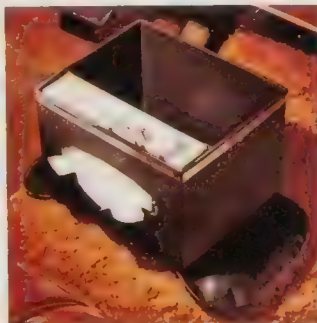
Roof Rack — Dresses up your roof and gives you added storage space for luggage.



Compass — Easily read at night. Available from your AMC dealer.



Ski Rack — Quickly installed, holds six skis and four poles. Available from your AMC dealer.



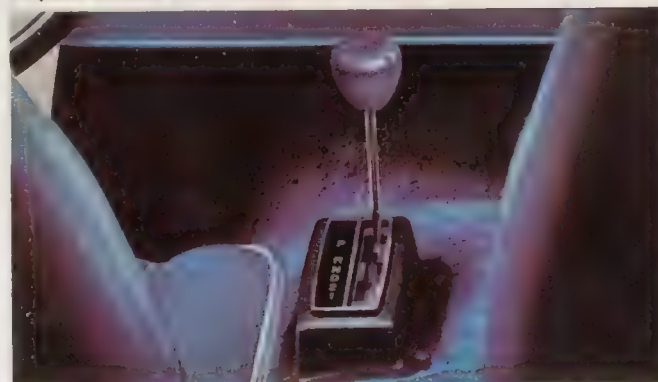
Litter Container/Tissue Dispenser — Available from your AMC dealer.

Travel Towing Mirrors — A pair of large, fender mounted mirrors specially designed for trailer towing. Wide field of view and swivel heads for precise aiming. Available from your AMC dealer

Power



4-Speed Manual Floor-Mounted Transmission



Automatic Transmission with Floor Shift

Twin Grip Differential — Automatically transfers torque to the wheel with the most traction to help check wheel spin in mud or snow

Power Steering — Gives you fast, easy turning in traffic and parking situations. Recommended with air conditioning

Power Front Disc Brakes — Provide maximum stopping power and resist fade, heat and water. Rear drum brakes also power assisted

258 CID 6-Cylinder Engine — Added power for greater acceleration, performance, and for operating additional equipment

Heavy Duty/Performance

Performance Package — Includes 258 CID 6-cylinder engine, heavy duty springs, heavy duty shocks, front sway bar, 4-speed manual transmission, brushed aluminum instrument overlay, and soft-feel sports steering wheel.

Heavy Duty Suspension — A firm ride and virtually sway-free handling make this package as sporty as it is popular. Includes heavy duty springs, heavy duty shocks, and front sway bar.

Heavy Duty 70 Amp Battery — Greater starting and staying power for electrical accessories and high output requirements.

Engine Block Heater — Plugs into regular 110-volt outlet to warm engine block during cold winter months. Provides faster easier starts, reduces battery drain, helps heater warm up faster.

Sway Bar — Factory-installed front sway bar provides smooth and steady axle control that's extra useful for special performance and heavy duty requirements.



Portable Air Compressor — Lightweight and durable air compressor with convenient lighter plug-in or battery clamp attachment. Inflates, dusts and pressurizes with 60 P.S.I. of air pressure. Available from your AMC dealer.

80 Amp Special Equipment Battery — (Dealer installed.)

Steel Belted Radial Tires — Front sway bar included.

Heavy Duty Cooling System — Rugged Heavy Duty Cooling System includes Coolant Recovery System, heavy duty radiator, flex fan, and fan shroud. Included with All-Season Air Conditioning and recommended for use with all other air conditioning applications.

Coolant Recovery System — Helps prevent coolant loss. Automatically returns coolant overflow as engine cools. (Dealer installed.)

GREMLIN STANDARD FEATURES

See how much *more* you get for your money.

- Power team: economical 232 CID 6-cylinder engine, 3-speed manual synchromesh transmission with floor shift
- Electronic ignition, virtually maintenance-free
- Foam-cushioned bench seats trimmed in Rallye Perforated vinyl
- Color-keyed carpeting
- Carpeted cargo area

- Front ash tray
- Cigarette lighter
- Folding second seat for up to 26.9 cu. ft. of cargo space (with rear seat down)
- Heating and Defrosting System
- Glove box lock
- 2-speed electric wipers/washers
- Dome light actuated by courtesy switches on doors
- Handy rear lift window

- Front disc brakes
- Rear bumper guards
- Parking brake warning light
- Bright metal rocker panel and wheelip moldings
- Bright metal drip rail moldings
- Center-filling fuel tank for added convenience
- Durable "Luster-Guard" acrylic baked enamel finish

BUYER PROTECTION PLAN II

1977 AMC FULL 12-MONTH/12,000-MILE NEW CAR WARRANTY; FULL 24-MONTH/24,000-MILE ENGINE AND DRIVE TRAIN WARRANTY

When you buy a new 1977 AMC car from an AMC dealer, American Motors Corporation* guarantees to you that for 12 months or 12,000 miles from the date of delivery or first use, whichever comes first, it will, except for tires, pay for the repair or replacement of any part it supplies which proves defective in material or workmanship. American further guarantees that for 24 months or 24,000 miles from the date of delivery or first use, whichever comes first, it will pay for the repair or replacement of the following parts which it supplies if they prove to be defective in material or workmanship: cylinder block, heads and valve train; internal engine parts; intake and exhaust manifolds; water pump; flywheel; crankshaft pulley; transmission; torque converter; clutch assembly; drive shaft and U-Joints; rear axle housing and its internal parts.

Normal service adjustments are not covered by this guarantee beyond the first 4 months or 4,000 miles of use, whichever comes first. Normal service adjustments include, but are not

limited to: wheel alignment and balancing, headlight alignment; adjustments to carburetor, distributor timing, clutch, brake, transmission linkage and bands, belts, doors, windows, hood, rear deck lid, and tailgate.

All we require is that the car be properly maintained and cared for under normal use and service in the fifty United States or Canada and that guaranteed repairs or replacements be made by an AMC dealer.

No other express warranty is given or authorized by American. American shall not be liable for loss of use of vehicle, loss of time, inconvenience or other consequential damages. Some states do not allow exclusion of consequential damages so the above exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights which may vary from state to state.

**In Canada; American Motors (Canada) Limited*

1977 HIGH ALTITUDE PACKAGE

COMPONENTS OF PACKAGE

- Special Engine/Transmission/Axle Ratio Combination
- Adjustments to Carburetor/Fuel/Air Mixture (low/high/lean and rich) & Ignition Timing
- Revised Suspension Components

PACKAGE REQUIRED:

The High Altitude Package is a required option for all AMC vehicles sold for principal use in mountainous areas situated at elevations above 4,000 feet. In California, the package is required for all vehicles which must meet California requirements. High Altitude Package is a freely available option and may be ordered on all vehicles. Dealer will install and adjust carburetor, fuel/air mixture, ignition timing, and suspension components. For complete details on this package, contact your local AMC dealer.

CALIFORNIA REQUIREMENTS

As in the past vehicles destined for sale and registration in the state of California must be equipped with the option "California Emission System and Factory Testing" which requires a special selection of engine, transmission, axle combination.

GREMLIN ENGINE SPECIFICATIONS

Engine	Carb. Type	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six	1-Barrel	8.0:1	3.75" x 3.50"	STD.
258 CID Six	1-Barrel	8.0:1	3.75" x 3.90"	OPT.
258 CID Six	2-Barrel	8.0:1	3.75" x 3.90"	OPT.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	AVAIL.	Axle Ratios			
			49 State		Calif.	High Alt.
232 CID Six	3-Speed Manual Floor Shift	STD.	2.73	N.A.	N.A.	3.08
	4-Speed Manual Floor Shift	OPT.	2.73	2.53	2.73	3.08
	Automatic Column Shift	OPT.	2.73	2.53	3.08	3.08
	Automatic Floor Shift	OPT.	2.73	2.53	3.08	3.08
258 CID Six	3-Speed Manual Floor Shift	OPT.	2.73	N.A.	N.A.	3.08
	4-Speed Manual Floor Shift	OPT.	2.73	2.53	N.A.	3.08
	Automatic Column Shift	OPT.	2.73	2.53	3.08	3.08
	Automatic Floor Shift	OPT.	2.73	2.53	3.08	3.08

TIRE AVAILABILITY

Tire	Gremlin
6.45 x 14 Blackwall	STD.
6.45 x 14 Whitewall	OPT.
6.95 x 14 Blackwall	OPT.
6.95 x 14 Whitewall	OPT.
D78 x 14 Blackwall	OPT.
D78 x 14 Whitewall	OPT.
D70 x 14 Blackwall*	OPT.
D70 x 14 Raised White Letters*	OPT.
DR78 x 14 Blackwall (Steel Belted Radial)	OPT.
DR78 x 14 Whitewall (Steel Belted Radial)	OPT.
DR70 x 14 Raised White Letters (Steel Belted Radial)	OPT.

*Tire is available only with the Gremlin X Package

Note: Wheel Covers or Custom Wheel Covers are available on all tire sizes. Slot Styled Wheels are available only with the Gremlin X. Styled Road Wheels or Aluminum Wheels require D78 x 14 tires (minimum)

DIMENSIONS

EXTERIOR

Length166.38"
Wheelbase96.0"
Width70.6"
Height52.3"
Tread (front/rear)57.5"/57.1"
Turning Diameter (wall to wall)35.3 ft.

INTERIOR

Head Room (front/rear)38.0"/36.4"
Leg Room (front/rear)40.7"/29.2"
Shoulder Room (front/rear)54.9"/53.0"
Hip Room (front/rear)54.9"/53.0"

CAPACITIES

Cargo Volume Index .269 cu. ft.*
Fuel Tank21 gals.
Vehicle Curb Weight (approx.)2802 lbs.
*With rear seat down

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Hornet Wagon "D/L"

Hornet Wagons

Hornet Hatchback
AMX/Levi's

Hornet Sedans

Color/Upholstery

Audio/Comfort/
Convenience Options

Appearance/Protection/
Travel/Power Options



Hornet Wagon

Takes a lot of cargo without taking up a lot of room . . . sporty, good-looking, and fully equipped . . .

- **Generous Room**—Seats five passengers in comfort
- **Four Big Doors**—For twice the convenience
- **Easy Handling**—With trim 38½ foot turning diameter
- **Handy Rear Liftgate**—Offers easy access to rear cargo compartment
- **Folding Second Seat**—For 62.8 cubic feet of cargo space
- **High Level of Standard Equipment**
 - Economical 232 CID 6-cylinder engine
 - Electronic ignition
 - Front disc brakes
 - Rallye Perforated vinyl bench seats
 - Color-keyed carpeting

**Plus . . . the Exclusive
AMC BUYER PROTECTION PLAN® II.**

(Hornet Wagon shown with optional luggage rack, full wheel covers and white sidewall tires. For the complete list of standard equipment, refer to the Specifications section.)

Optional Hornet Wagon "X" Package includes:

- Rally stripe
- Slot styled wheels
- D70 x 14 black tires
- Extra Quiet Insulation Package
- "X" ornamentation

Hornet Wagon with optional "X" Package.





Hornet Wagon D/L

The look of a classic estate wagon with the liveliness of a compact. Custom wheel covers, reclining seats, and woodgrain exterior trim . . . plus a host of luxury and convenience features.

Hornet Wagon D/L Package includes:

- Individual reclining seats in Rallye Perforated vinyl
- Custom door panels with assist straps
- Custom steering wheel
- Woodgrain instrument panel overlay
- Exterior woodgrain side and rear overlays
- Custom wheel covers
- Bodyside scuff moldings
- Extra Quiet Insulation Package
- Light Group
- Wide rocker moldings
- 12-inch day/night rearview mirror
- D/L identification
- Inside hood release

Hornet Wagon D/L features individual reclining seats in Rallye Perforated vinyl.



Hornet Specifications

Hornet Hatchback
AMX/Levi's

Hornet Sedans

Color/Upholstery

Audio/Comfort/
Convenience Options

Appearance/Protection/
Travel/Power Options



Hornet Hatchback

Sporty and spacious, with styling, convenience, versatility, and a whole lot more . . .

- **Sporty Styling**—The trim lines and streamlined design speak for themselves.
- **Convenient Rear Liftgate**—For easy access to rear cargo compartment.
- **Folding Second Seat**—Provides 30.5 cubic feet of cargo space.
- **Bucket Seats**—In cool, comfortable Rallye Perforated vinyl.
- **Front Disc Brakes**—Fade resistant for safe, sure stopping.
- **Wide Range of Extra Value Features**
 - Sports steering wheel
 - Color-keyed carpeting
 - Carpet cargo mat
 - Flip open rear quarter vent windows

**Plus . . . the Exclusive
AMC BUYER PROTECTION PLAN[®] II.**

(Hornet Hatchback shown with optional X Package and steel belted radial RWL tires. For the complete list of standard equipment, refer to the Specifications section.)

Optional Hatchback X Package Includes:

- Rally stripe
- Slot styled wheels
- Custom door trim panels
- Extra Quiet Insulation Package
- Woodgrain instrument panel overlay

Front bucket seats in Rallye Perforated vinyl.





All new Hornet AMX

*Go all-out for sports flair this year
with the all-new Hornet AMX*

Hornet AMX Package includes:

- Front air dam
- Fender flares
- Rear window louvers
- Roof targa band with special insignia
- Painted bumpers with bumper guards and nerfing strips
- AMX bodyside and interior graphics
- Blacked-out grille and body trim
- Rally instrument cluster and tachometer
- Soft-feel sports steering wheel
- Floor console
- Brushed aluminum instrument panel overlay
- Styled road wheels
- DR78 x 14 black radial tires
- 4-speed manual transmission
- 258 CID 6 cylinder engine
- Front sway bar



Hornet Hatchback with **Levi's** Trim *What a Pair!*

Levi's Trim Package includes:

- Sporty bucket seats in simulated blue denim fabric and Levi's buttons
- Simulated blue denim door trim and buttons
- Stowage/litter pouches in simulated blue denim
- Blue headlining and sun visors
- Levi's decal on front fenders



Hornet Sedan

For openers, Hornet offers some outstanding equipment features, like front disc brakes, and a proven 6-cylinder power plant. Plus solid Hornet construction, smooth ride and easy handling.

Standard Features:

- Economical 232 CID 6-cylinder engine
- Front disc brakes
- Electronic ignition
- Veracruz fabric bench seats
- Color-keyed carpeting
- Handy full-width package shelf under instrument panel
- Locking glove box
- Protective bodyside scuff molding
- Rear bumper guards

**Plus . . . the Exclusive
AMC BUYER PROTECTION PLAN[®] II.**

(Hornet 2-door Sedan shown with optional D/L Package, vinyl roof and styled road wheels. For the complete list of standard equipment, refer to the Specifications section.)

Hornet Sedan offers a spacious trunk with 11.1 cubic feet of cargo space.





Hornet Sedan D/L

Bring some excitement into your life with Hornet Sedan D/L . . . relax in the luxury of individual reclining seats, with woodgrain instrument panel and custom steering wheel at your command. Examine the elegant exterior trim, and listen to the difference Extra Quiet Insulation can make.

Hornet Sedan D/L Package includes:

- Individual reclining seats in Veracruz fabric
- Custom door panels with assist straps
- Custom steering wheel
- Woodgrain instrument panel overlay
- 12-inch day/night rearview mirror
- Light Group
- Dual bodyside pinstripe
- Custom wheel covers
- D78 x 14 white sidewall tires
- Trunk mat
- Extra Quiet Insulation Package
- D/L identification

(Optional vinyl roof and styled road wheels shown.)

Hornet Sedan D/L with Veracruz fabric individual reclining seats.



Hornet Specifications

Matador Wagon

**Matador Sedan/
Exterior Colors**

Color/Upholstery

**Audio/Comfort/
Convenience Options**

**Appearance/Protection/
Travel/Power Options**

HORNET EXTERIOR COLORS



P1 Classic Black

6J Silver Frost,
Metallic6V Sunshine
Yellow7M Golden Ginger,
Metallic

G7 Alpine White

7B Mocha Brown,
Metallic

7Z Sun Orange

7L Loden Green,
Metallic

7P Lime Green



6P Firecracker Red

7C Autumn Red,
Metallic

7D Powder Blue

7K Midnight Blue,
Metallic

6R Brilliant Blue

"Bravado" Grain Vinyl Covered Roofs



Beige



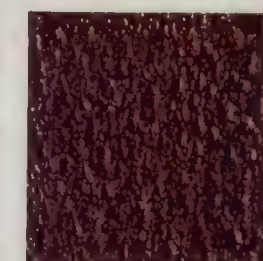
Black



White



Brown



Berry

Optional Two-Tone Paint — Available on 2-door and 4-door Sedans and Hatchback. Only with Alpine White, in combination with any other listed color.



Veracruz Fabric
(Standard on 2 and 4-door Sedans—Optional on Wagon)

Seat Style: Split-back bench is standard on 2-door Sedan, full-back bench is standard on 4-door Sedan. Individual reclining seats optional on 2 and 4-door Sedan and Wagon. Standard on D/L package.



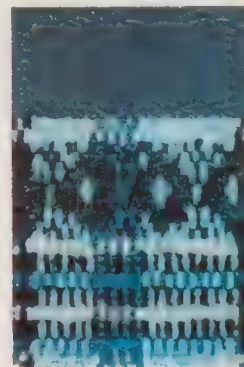
Rallye Perforated Vinyl

(Standard on Hatchback and Wagon. Optional on 2 and 4-door Sedan)

Seat Style: Bucket seats standard on Hatchback. Full-back bench seats standard on Wagon. Individual reclining seats optional on Sedans and Wagon.



BERRY—Exteriors: Alpine White, Sand Tan, Autumn Red, Silver Frost, Firecracker Red, Classic Black



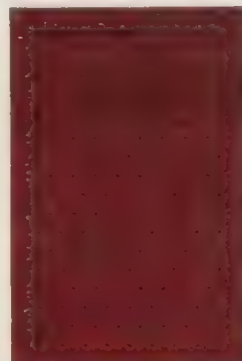
BLUE—Exteriors: Alpine White, Powder Blue, Midnight Blue, Silver Frost, Brilliant Blue, Classic Black



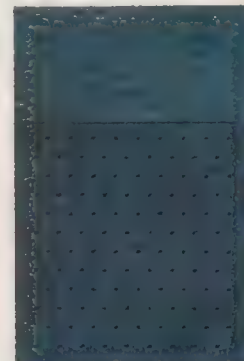
BLACK—Exteriors: All AMC Colors



TAN—Exteriors: Alpine White, Loden Green, Sand Tan, Golden Ginger, Mocha Brown, Autumn Red, Firecracker Red, Sun Orange, Sunshine Yellow, Lime Green, Classic Black



BERRY—Exteriors: Alpine White, Sand Tan, Autumn Red, Silver Frost, Firecracker Red, Classic Black



BLUE—Exteriors: Alpine White, Powder Blue, Midnight Blue, Silver Frost, Brilliant Blue, Classic Black



BLACK—Exteriors: All AMC Colors



TAN—Exteriors: Alpine White, Loden Green, Sand Tan, Golden Ginger, Mocha Brown, Autumn Red, Firecracker Red, Sun Orange, Sunshine Yellow, Lime Green, Classic Black

WHITE—Exteriors: All AMC Colors (bucket seats and individual reclining seats only)

1977 HORNET		COLORS T-CODE	BLACK 711	WHT 71A	BLUE 713			BERRY 715	TAN 716	
		TRIMS	Veracruz Fabric	Rallye Perf. Vinyl	Rallye Perf. Vinyl	Veracruz Fabric	Rallye Perf. Vinyl	Levi's® Fabric	Veracruz Fabric	Rallye Perf. Vinyl
MODEL	FRONT SEAT TYPES									
2 DR. SEDAN	Split Back Bench	E	F		E	F			E	F
	Reclining Indiv. — Opt.	J	L		J	L			J	L
4 DR. SEDAN	Full Back Bench	A	B		A	B			A	B
	Reclining Indiv. — Opt.	J	L		J	L			J	L
WAGON	Full Back Bench — Std	A	B		A	B			A	B
	Reclining Indiv. — Opt.	J	L		J	L			J	L
HATCHBACK	Bucket Seats — Std	J	L		J	L		R	J	L

E—Fabric-Split Back Bench Seat, J—Fabric-Individual Seat, A—Fabric-Full Back Bench Seat, F—Vinyl-Split Back Bench Seat w/o 4 Sp. Trans., L—Vinyl-Individual Seat, B—Vinyl-Full Back Bench Seat, Q—Vinyl-Bucket Seat, R—Fabric Bucket Seat-Levi's



Levi's® Trim Fabric

(Optional on Hatchback)

Seat Style: Bucket seats with Levi's fabric optional on Hatchback



BLUE—Exteriors: Alpine White, Powder Blue, Midnight Blue, Silver Frost, Firecracker Red, Sun Orange, Sunshine Yellow, Brilliant Blue

Radios



AM Radio — Reliable all-transistor design with automatic gain control to minimize fading.



AM/FM Stereo Radio — Static-free, drift-free FM band enhances your listening and driving enjoyment. Also available in monaural.

Speakers — Wide range of monaural and stereo rear speakers for installation in rear quarter side panels, doors or rear compartment. Separate speakers are also available for dealer-installed CB transceivers.

CB Antennas — Full selection of CB antennas for greater range and reception. Includes 9-foot whip, 46-inch rooftop, gutter mount, deck lid, AM/FM/CB combination and omni-directional base station types. Antenna Meter Kit also available to improve transmitting and receiving efficiency (available from your AMC Dealer).

CB Radios



Johnson 123 CB Transceiver — Compact unit with full allowable power output. Features electronic speech compression, automatic noise limiter, selectivity filter, and acoustically isolated speaker for better sound quality (Dealer installed).



Johnson 323 CB Transceiver — Deluxe unit features unique "dual cascade" crystal filtering system for greater interference rejection, plus Tapered Automatic Noise Limiter to block noise signals as they increase (Dealer installed).



Johnson 130 CB Transceiver — Combines all the features of the CB 123 with attractive "radio telephone" styling, plus external speaker jack for public address function (Dealer installed).



Johnson CB Base Station — Provides AC power supply necessary for converting mobile unit to base station operation. Operates from any 110-120 volt outlet (Dealer installed).



Kraco 2310 CB Transceiver — Features squelch control, automatic noise limiting and detachable dynamic microphone. Also includes built-in speaker, public address switch, and positive/negative ground (Dealer installed).

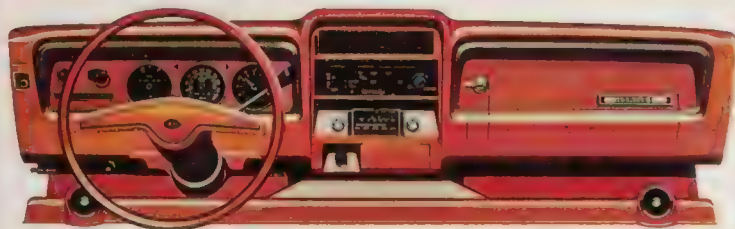


Kraco 2320 CB Transceiver — Includes all the features of the CB 2310, plus a walnut grained cabinet with black and chrome-plated front, and illuminated Vu-meter (Dealer installed).



Kraco 2330 CB Transceiver — The ultimate CB radio, with walnut grained cabinet and black and chrome-plated front, noise blanker switch, transmit/receive indicator lamps, and RF gain for better performance (Dealer installed).

Comfort

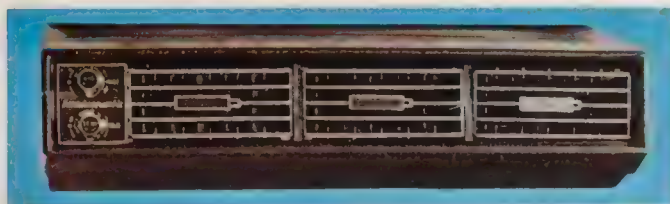


All-Season Air Conditioning — Factory-installed All-Season Air Conditioning System. Includes Heavy Duty Engine Cooling System.



Custom American Air® — Year-round comfort, whatever the outside temperature with this efficient, compact unit. Precision controls, adjustable louvers, choice of three blower speeds, full range of temperature selection, plus streamlined styling to enhance the interior decor. Available from your AMC dealer.

Air Conditioning Package — A complete air conditioning package for more powerful, efficient cooling. Includes All-Season Air Conditioning, Heavy Duty Cooling System, flex fan, tinted glass and power steering.



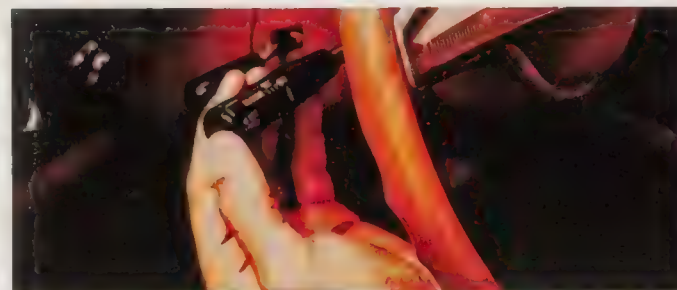
Universal American Air® — Driving comfort at economical prices makes this Universal American Air® System a favorite with car owners. Available from your AMC dealer

Tinted Glass (All Windows) — Cool down your car's interior and reduce sun glare for a more comfortable ride all around. Recommended with air conditioning for more efficient cooling.

Convenience



12-inch Day/Night Rear View Mirror



Cruise Command Automatic Speed Control

Interior Decor/Convenience Group — Special touches help make your drive more pleasant and convenient. Includes dome reading lamp, front and rear colored floor mats with carpeted inserts, electric clock, headlights-on warning buzzer, right visor mirror, and storage litter containers

Light Group — Includes glove box light, engine compartment light, ash tray light, courtesy lights, liftgate light switch (Wagon and Hatchback), trunk light (Sedans), rear door switches (4-door Sedan and Wagon), and dome light liftgate switch (Wagon and Hatchback)

Visibility Group — Includes remote control chrome left hand mirror, matching manual right hand mirror, Deluxe Wiper System, and 12-inch day/night rear view mirror

Deluxe Visibility Group — All the convenience of the Visibility Group plus a rear window defroster (Hatchback and Wagon), Rear Window Defogger (Sedans)

Electric Rear Window Defroster — Includes heavy duty alternator and tinted rear glass. (Hatchback and Wagon.)



Visor Mirror — Available from your AMC dealer.



Console Armrest with Locking Storage Compartment (Hatchback)



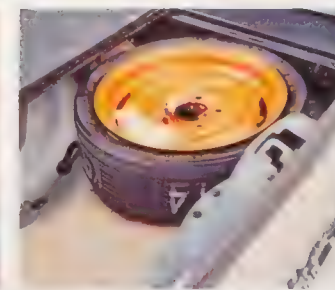
Adjust-O-Tilt Steering Wheel



Remote Control Outside Mirror

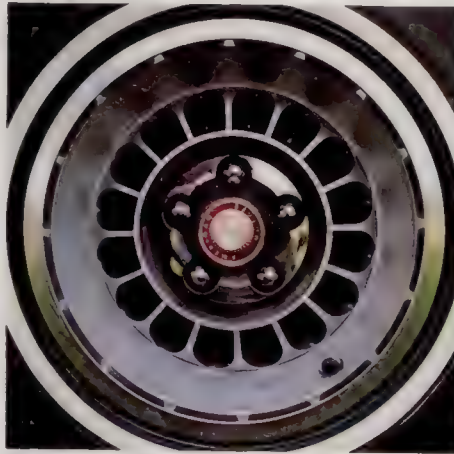


Electric Rear Window Defroster



Space Saver Spare Tire

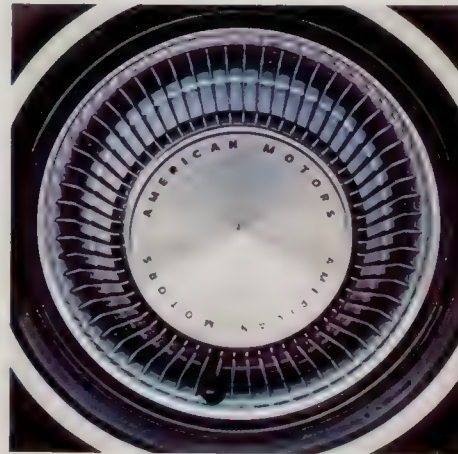
Appearance



Styled Road Wheels



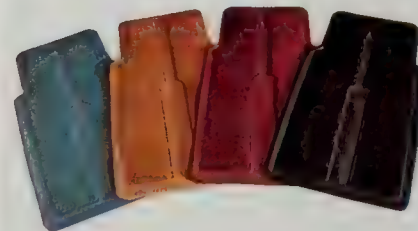
Aluminum Wheels



Custom Wheel Covers



Soft-Feel Sports Steering Wheel



Colored Floor Mats with Carpet Inserts

Hornet "X" Package — Includes "X" stripe, sports steering wheel (Wagon), slot styled wheels, D70 x 14 black sidewall tires, woodgrain instrument panel overlay, custom door trim panels (Hatchback), Extra Quiet Insulation Package, "X" ornamentation. (N.A. on Sedan.)

Hornet "D/L" Package — Includes individual reclining Veracruz Fabric seats (Sedans), individual reclining Rallye Perforated vinyl seats (Wagon), custom door panel with assist straps, woodgrain instrument panel overlay, custom steering wheel, inside hood release, Light Group, dual horns, trunk mat (Sedans), bodyside scuff moldings, custom wheel covers, dual bodyside pinstripe (Sedans), wide rocker moldings, D78 x 14 white sidewall tires, Extra Quiet Insulation Package, woodgrain side and rear overlays, (Wagon), 12-inch day/night rear view mirror, "D/L" identification. (N.A. on Hatchback.)

Hornet AMX Package (Hatchback) — Includes 258 CID 6-cylinder engine, 4-speed manual transmission, front and rear painted bumpers with bumper guards and nerfing strips, front air dam, front and rear fender flares, backlite (rear window) louvers, "AMX" bodyside and interior graphics, roof Targa band with special insignia, dual flat black mirrors (left hand remote), styled road wheels, blacked out grille, headlight bezels, door and quarter frame, lower back panel and license plate depression, DR78 x 14 black sidewall tires (front sway bar included), console, rallye instrumentation and tachometer, custom interior door trim panels with assist straps, lower back panel molding door and quarter window belt moldings, brushed aluminum instrument panel overlay, soft-feel sports steering wheel, unique bodyside scuff moldings.



Vinyl Roof — See Color & Upholstery Section for availability.

Protection



Door Edge Guards



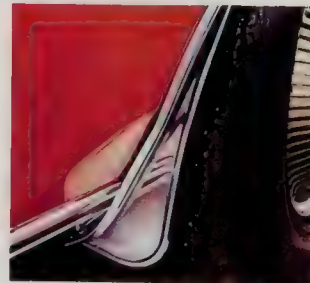
License Plate Frame



Protective Molding



Front Bumper Guards



Splash Guards — Minimize tar and road oil build-up on fenders. Stainless-steel-and-rubber or plastic models are offered. Available from your AMC dealer.



Vent Shades — Allow driving with windows open in rainy weather, and help offset window glare. Smart stainless steel finish. Available from your AMC dealer.

Extra Quiet Insulation Package — Includes roof insulation, rear wheel housing insulation, cargo floor sound deadener, hood, and front and rear floor insulation, full undercoating.

Protection Group — Includes door edge guards, front bumper guards, bodyside scuff moldings, and inside hood release.

Inside Hood Release

Travel



Vinyl Luggage Carrier — Waterproof vinyl cover keeps rooftop items dry, clean, and protected. Masonite floor and rugged frame add to long life. Available from your AMC dealer.



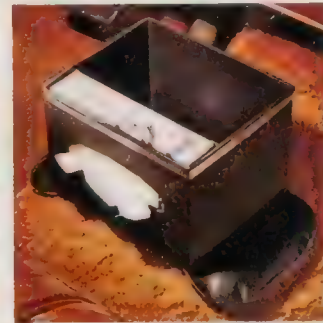
Roof Rack and Air Deflector — Added storage space for luggage. Helps keep rear window clean.



Compass — Easily read at night. Available from your AMC dealer



Ski Rack — Quickly installed, holds six skis and four poles. Available from your AMC dealer.



Litter Container/Tissue Dispenser — Available from your AMC dealer

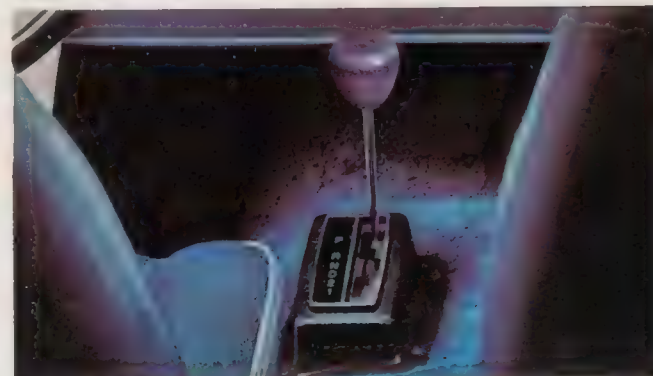


Air Lift Shocks (Wagon)

Power



4-Speed Manual Floor-Mounted Transmission



Automatic Transmission with Floor Shift

Twin Grip Differential — Automatically transfers torque to the wheel with the most traction to help check wheel spin in mud or snow

Power Steering — Gives you fast, easy turning in traffic and parking situations.

Power Front Disc Brakes — Provide maximum stopping power and resist fade, heat and water. Rear drum brakes also power assisted.

258 CID 6-Cylinder Engine — Added power for greater acceleration, performance, and for operating additional equipment

Heavy Duty/Performance

Heavy Duty Cooling System — Rugged Heavy Duty Cooling System includes heavy duty radiator, flex fan, and fan shroud. Included with All-Season Air Conditioning and recommended for use with all other air conditioning applications.

Heavy Duty Suspension — A firm ride and virtually sway-free handling make this package as sporty as it is popular. Includes heavy duty springs, heavy duty shocks, and front sway bar.

Heavy Duty 70 Amp Battery — Greater starting and staying power for electrical accessories and high output requirements.

Engine Block Heater — Plugs into regular 110-volt outlet to warm engine block during cold winter months. Provides faster easier starts, reduces battery drain, helps heater warm up faster.

Sway Bar — Factory-installed front sway bar provides smooth and steady axle control that's extra useful for special performance and heavy duty requirements.



Portable Air Compressor — Lightweight and durable air compressor with convenient lighter plug-in or battery clamp attachment. Inflates, dusts and pressurizes with 60 P.S.I. of air pressure. Available from your AMC dealer.

80 Amp Special Equipment Battery — (Dealer installed.)

Steel Belted Radial Tires

Performance Package — Includes 258 CID 6-cylinder engine, heavy duty springs, heavy duty shocks, front sway bar, 4-speed manual transmission, brushed aluminum instrument panel overlay, and soft-feel sports steering wheel. Available with Hornet Hatchback only.

HORNET STANDARD FEATURES

See how much *more* you get for your money.

- Power team: economical 232 CID 6-cylinder engine, 3-speed synchromesh manual transmission
- Electronic ignition, virtually maintenance-free
- Foam-cushioned bench seats trimmed in Veracruz fabric (Sedans); Rallye Perforated vinyl (Wagon); foam-cushioned bucket seats in Rallye Perforated vinyl (Hatchback)
- Color-keyed carpeting (plus carpet cargo mats in Wagon and Hatchback)

- Handy full-width package shelf under instrument panel
- Locking glove box
- Sports Steering Wheel (Hatchback)
- Flip-open rear quarter vent windows (Hatchback)
- Heating and Defrosting System
- 2-Speed electric wipers/washers
- Dome light actuated by courtesy switches on front doors
- Front disc brakes
- Rear bumper guards
- Front bumper corner nerfing strips

- Parking brake warning light
- Rear Liftgate (Hatchback and Wagon)
- Folding second seat for more cargo space (30.5 cu. ft. Hatchback, 62.8 cu. ft. * Wagon)
- Durable "Luster-Guard" acrylic baked enamel finish

*Includes 3.8 cu. ft. below cargo floor

BUYER PROTECTION PLAN II

1977 AMC FULL 12-MONTH/12,000-MILE NEW CAR WARRANTY; FULL 24-MONTH/24,000-MILE ENGINE AND DRIVE TRAIN WARRANTY

When you buy a new 1977 AMC car from an AMC dealer, American Motors Corporation* guarantees to you that for 12 months or 12,000 miles from the date of delivery or first use, whichever comes first, it will, except for tires, pay for the repair or replacement of any part it supplies which proves defective in material or workmanship. American further guarantees that for 24 months or 24,000 miles from the date of delivery or first use, whichever comes first, it will pay for the repair or replacement of the following parts which it supplies if they prove to be defective in material or workmanship: cylinder block, heads and valve train; internal engine parts; intake and exhaust manifolds; water pump; flywheel; crankshaft pulley; transmission; torque converter; clutch assembly; drive shaft and U-Joints; rear axle housing and its internal parts.

Normal service adjustments are not covered by this guarantee beyond the first 4 months or 4,000 miles of use, whichever comes first. Normal service adjustments include, but are not

limited to: wheel alignment and balancing, headlight alignment; adjustments to carburetor, distributor timing, clutch, brake, transmission linkage and bands, belts, doors, windows, hood, rear deck lid, and tailgate.

All we require is that the car be properly maintained and cared for under normal use and service in the fifty United States or Canada and that guaranteed repairs or replacements be made by an AMC dealer.

No other express warranty is given or authorized by American. American shall not be liable for loss of use of vehicle, loss of time, inconvenience or other consequential damages. Some states do not allow exclusion of consequential damages so the above exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights which may vary from state to state.

**In Canada; American Motors (Canada) Limited*

1977 HIGH ALTITUDE PACKAGE

COMPONENTS OF PACKAGE

- Special Engine/Transmission/Axle Ratio Combination
- Adjustments to Carburetor/Fuel/Air Mixture, Idle Speeds (High and Low) & Ignition Timing
- Revised Emission Control Equipment

PACKAGE REQUIRED:

The High Altitude Package is a required option for all AMC vehicles sold for principal use in counties wholly situated at elevations above 4,000 feet (1,219 meters). This regulation does not apply to California vehicles which must meet California requirements. High Altitude Package is a freely available option and may be ordered on vehicles under 4,000 feet. According to the U. S. Geological Survey 167 counties are wholly located above 4,000 feet elevation. A complete listing of affected counties, containing a map, is available from AMC.

CALIFORNIA REQUIREMENTS

As in the past vehicles destined for sale and registration in the state of California must be equipped with the option "California Emission System and Factory Testing" which requires a special selection of engine/transmission/axle combination.

HORNET ENGINE SPECIFICATIONS

Engine	Comp. Ratio	Bore & Stroke	STD./OPT.
232 CID Six	8.0:1	3.75" x 3.50"	STD.
258 CID Six	8.0:1	3.75" x 3.90"	OPT.
304 CID V-8	8.4:1	3.75" x 3.44"	OPT.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	STD./OPT.	Axle Ratios			
			49 State		Calif.	High Alt.
232 CID Six—	3-Speed Manual Floor Shift	STD.	2.73	N.A.	N.A.	3.08
	4-Speed Manual Floor Shift*	OPT.	2.73	2.53	N.A.	3.08
	Automatic Column Shift**	OPT.	2.73	2.53	3.08	3.08
	Automatic Floor Shift***	OPT.	2.73	2.53	3.08	3.08
258 CID Six—	4-Speed Manual Floor Shift*	OPT.	2.73	2.53	N.A.	3.08
	Automatic Column Shift**	OPT.	2.73	2.53	3.08	3.08
	Automatic Floor Shift***	OPT.	2.73	2.53	3.08	3.08
304 CID V-8	Automatic Column Shift**	OPT.	2.87	3.15	N.A.	3.08
	Automatic Floor Shift***	OPT.	2.87	3.15	N.A.	3.08

*Transmission available only on Hatchback. **Transmission not available on Hatchback.

***Transmission available only on Hatchback and Wagon

TIRE AVAILABILITY

Tire	2-Dr. & 4-Dr. Sedan	Hatchback	Wagon
6.95 x 14 Blackwall, Whitewall optional	STD.	STD.	STD.
D78 x 14 Blackwall, Whitewall optional	OPT.	OPT.	OPT.
D70 x 14 Blackwall, RWL optional*	N.A.	OPT.	OPT.
DR78 x 14 Blackwall (Steel), Whitewall opt.	OPT.	OPT.	OPT.
DR70 x 14 Raised White Letters (Steel)	OPT.	OPT.	OPT.

*Available only with the Hornet X Package.

Note: Minimum size tire required for V-8 4-Door Sedan or Wagon is D78 x 14. Minimum size tire required for V-8 with Air Conditioning on Hatchback and 2-Door Sedan is also D78 x 14.

DIMENSIONS

EXTERIOR

Length	186.0"
Wheelbase	108"
Width	71.0"
Height (2 Drs.)	52.2"
(4 Drs.)	52.7"
Tread (front/rear)	57.5"/57.1"
Turning Diameter (wall to wall)	38.6 ft.

INTERIOR

Head Room (front/rear)	42.1"/35.5"
(Sedans)	38.1"/37.0"
(Wagon)	38.1"/37.4"
(Hatchback)	38.1"/36.7"
Leg Room (front/rear)	42.1"/35.5"
(Sedans)	40.7"/35.6"
(Wagon)	40.7"/35.6"
(Hatchback)	40.7"/35.6"
Shoulder Room (front/rear)	54.9"/53.0"
(Hatchback)	54.9"/53.3"
(All Others)	54.9"/53.3"
Hip Room (front/rear)	55.0"/53.1"
(Hatchback)	54.9"/54.4"
(All Others)	54.9"/54.4"

CAPACITIES

Usable Luggage Capacity (Sedans)	11.1 cu. ft.
Cargo Volume Index (Wagon)	62.8 cu. ft. (a) (b)
(Hatchback)	30.5 cu. ft. (b)
(a) 3.8 cu. ft. below cargo floor	
(b) With rear seat down.	
Fuel Tank	22 gals.
Vehicle curb weights (approx.)	
(2-Door)	2980 lbs.
(4-Door)	3047 lbs.
(Hatchback)	3026 lbs.
(Wagon)	3117 lbs.

Certain equipment items and features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. Certain equipment items and features may not be available for all models. American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models, equipment or price at any time without incurring obligation. AMC, PACER, GREMLIN, HORNET, AMX, MATADOR and BUYER PROTECTION PLAN are trademarks of American Motors Corporation.



Matador Coupe

Matador Coupe

Matador Wagon

**Matador Sedan/
Exterior Colors**

Color/Upholstery

**Audio/Comfort/
Convenience Options**

**Appearance/Protection/
Travel/Power Options**



Matador Coupe

For distinctive styling and value, Matador is at the top of its class, and for very good reason. Just look at all that Matador Coupe has to offer . . .

- **Stand-Out Styling**—It never gets lost in the crowd
- **Interior Room**—Seats five passengers comfortably
- **Trunk Space**—Easily accessible trunk provides 14.3 cubic feet of cargo space
- **High Level of Standard Equipment**
 - Automatic transmission
 - Power steering
 - Power front disc brakes
 - Individual reclining seats in Brampton Plaid fabric
 - Color-keyed carpeting
 - Custom steering wheel
 - Woodgrain instrument panel overlay
 - Light Group
 - Front sway bar
 - Extra Quiet Insulation Package

Plus . . . the Exclusive AMC BUYER PROTECTION PLAN® II.

(Matador Coupe shown with optional styled road wheels. For the complete list of standard equipment, refer to the Specifications section.)

Easily accessible trunk provides a generous 14.3 cubic feet of cargo space.





Matador Coupe with Optional Rally Stripe

Dress up your Matador for the open road, with a wide selection of sporty extras.

- Optional Rally Stripe in four attractive colors - Black - White - Gold - Berry
- Optional bucket seats in Rallye Perforated vinyl
- 304 CID V-8 engine
- 360 CID V-8 engine
- 3-speed automatic transmission with floor shift
- Soft-feel sports steering wheel
- Styled road wheels
- Aluminum wheels
- Heavy Duty Suspension Package
- Rear sway bar

(Matador Coupe shown with optional Rally Stripe, Bucket seats, styled road wheels, and white sidewall tires.)

Optional bucket seats in cool, comfortable Rallye Perforated vinyl.



Matador Specifications

Matador Wagon

Matador Sedan/
Exterior Colors

Color/Upholstery

Audio/Comfort/
Convenience Options

Appearance/Protection/
Travel/Power Options



Matador Wagon

You'll find a world of difference in Matador Wagon, with the greatest overall room of any wagon in its class. Yet its trim dimensions make it easy to handle and maneuver. And there's more . . .

- **Interior Room**—Seats up to 7 passengers comfortably with optional third seat
- **Generous Cargo Space**—Room for up to 95.2 cubic feet of cargo
- **Wide Range of Extra Value Features**
 - 304 CID V-8 engine
 - Automatic transmission
 - Power steering
 - Power front disc brakes
 - Individual reclining seats
 - Carpeted cargo area
 - Woodgrain instrument panel overlay
 - Extra Quiet Insulation Package
 - Light Group
 - Full wheel covers

**Plus . . . the Exclusive
AMC BUYER PROTECTION PLAN[®] II.**

(Matador Wagon shown with optional luggage rack and white sidewall tires. For the complete list of standard equipment, refer to the Specifications section.)

Standard individual reclining seats in stylish, durable Crush Grain vinyl.





Make Matador Wagon even more stylish and versatile with these exciting extras . . .

- Woodgrain side and rear panels
- Folding third seat
- Power tailgate window
- Roof luggage rack
- Tailgate air deflector

(Matador Wagon shown with optional roof luggage rack, tailgate air deflector, third seat, white sidewall tires, and woodgrain exterior trim.)

Dual swing tailgate swings down for cargo, out for people, for easier loading and unloading, with optional third seat for 8-passenger seating.



Matador Specifications

**Matador Sedan/
Exterior Colors**

Color/Upholstery

**Audio/Comfort/
Convenience Options**

**Appearance/Protection/
Travel/Power Options**



Matador Sedan

Compare Matador Sedan against the entire field. With so many standard features, Matador Sedan gives you even more value in a mid-size car . . .

- **Interior Room**—Seats 5 passengers comfortably
- **Generous Trunk Space**—Room for up to 19 cubic feet of cargo
- **Smooth, Quiet Ride**—With Extra Quiet Insulation and sturdy front sway bar
- **High Level of Standard Equipment**
 - Automatic transmission
 - Power steering
 - Power front disc brakes
 - Individual reclining seats in Brampton Plaid fabric
 - Color-keyed carpeting
 - Custom steering wheel
 - Woodgrain instrument panel overlay
 - Extra Quiet Insulation Package

**Plus . . . the Exclusive
AMC BUYER PROTECTION PLAN® II.**

(Matador Sedan shown with optional custom wheel covers and white sidewall tires. For the complete list of standard equipment, refer to the Specifications section.)

Standard individual reclining seats in handsome Brampton Plaid fabric.



MATADOR EXTERIOR COLORS



P1 Classic Black



6J Silver Frost, Metallic



6V Sunshine Yellow



7M Golden Ginger, Metallic

G7 Alpine White



6D Sand Tan



7D Powder Blue



7B Mocha Brown, Metallic



7K Midnight Blue, Metallic



7L Loden Green, Metallic



6P Firecracker Red

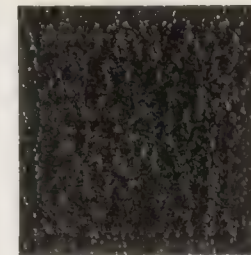


7C Autumn Red, Metallic

"Bravado" Grain Vinyl Covered Roofs



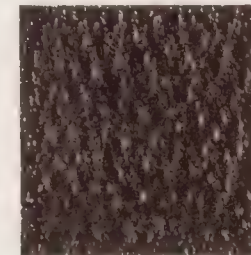
Beige



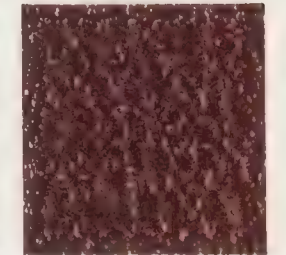
Black



White



Brown



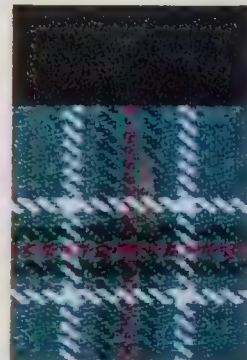
Berry



Silver



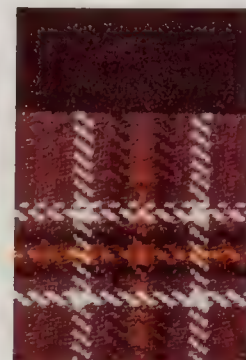
TAN—Exteriors: Alpine White, Loden Green, Sand Tan, Golden Ginger, Mocha Brown, Autumn Red, Firecracker Red, Sunshine Yellow, Classic Black



BLUE—Exteriors: Alpine White, Powder Blue, Midnight Blue, Silver Frost, Classic Black



BLACK—Exteriors: All AMC Colors



BERRY—Exteriors: Alpine White, Sand Tan, Autumn Red, Silver Frost, Firecracker Red, Classic Black



TAN—Exteriors: Alpine White, Loden Green, Sand Tan, Golden Ginger, Mocha Brown, Autumn Red, Firecracker Red, Sunshine Yellow, Classic Black



BLUE—Exteriors: Alpine White, Powder Blue, Midnight Blue, Silver Frost, Classic Black



BLACK—Exteriors: All AMC Colors



BERRY—Exteriors: Alpine White, Sand Tan, Autumn Red, Silver Frost, Firecracker Red, Classic Black



**Brampton
Plaid Fabric
w/Accent Strap**

(Standard on Coupe and 4-Door Sedan
Optional on Wagon)

Seat Style: Individual reclining seats are standard on Coupe, 4-Door Sedan and Wagon.



**Crush Grain
Vinyl
w/Accent Strap**

(Standard on Wagon.
Optional on Coupe and Sedan)

Seat Style: Individual reclining seats are standard on Wagon. Optional on Coupe and Sedan



Rallye Perforated Vinyl
(Optional on Coupe)
Seat Style: Bucket Seats are optional on Coupe



BLUE—Exteriors: Alpine White, Powder Blue, Midnight Blue, Silver Frost, Classic Black



BLACK—Exteriors All AMC Colors



BERRY—Exteriors: Alpine White, Sand Tan, Autumn Red, Silver Frost, Firecracker Red, Classic Black



TAN—Exteriors: Alpine White, Loden Green, Sand Tan, Golden Ginger, Mocha Brown, Autumn Red, Firecracker Red, Sunshine Yellow, Classic Black



Barcelona Nap-Knit Fabric

(Optional on Coupe with Barcelona Package)

Seat Style: Individual reclining seats are optional on Coupe



TAN—Exteriors: Alpine White, Sand Tan, Golden Ginger, Mocha Brown, Classic Black

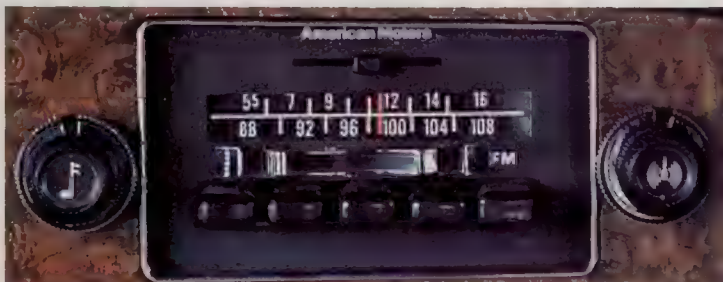
1977 MATADOR		COLORS			BLACK			BLUE			BERRY			TAN			TAN
		T-CODE			751-761			753-763			755-765			756-766			756
		TRIMS			Brampton Plaid Fabric	Rallye Perf. Vinyl	Crush Grain Vinyl	Brampton Plaid Fabric	Rallye Perf. Vinyl	Crush Grain Vinyl	Brampton Plaid Fabric	Rallye Perf. Vinyl	Crush Grain Vinyl	Brampton Plaid Fabric	Rallye Perf. Vinyl	Crush Grain Vinyl	Barcelona Nap-Knit Fabric
MODEL	FRONT SEAT TYPES																
2 DR. COUPE	Bucket Seat		Q			Q			Q			Q			Q		
	Reclining Individ	J		L	J		L	J		L	J		L	J		L	N
4 DR. SEDAN	Reclining Individ	J		L	J		L	J		L	J		L	J		L	
4 DR. WAGON	Reclining Individ	J		L	J		L	J		L	J		L	J		L	

J—Fabric-Individual Seat, Q—Vinyl-Bucket Seat, L—Vinyl-Individual Seat, J—Fabric-Individual Seat, N—Fabric-Individual Seat

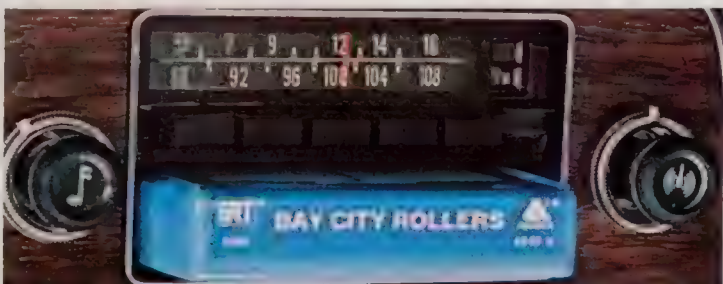
Radios



AM Radio — Reliable all-transistor design with automatic gain control to minimize fading.



AM/FM Stereo Radio — Static-free, drift-free FM band enhances your listening and driving enjoyment. Also available in monaural.



AM/FM Stereo Tape Player — Combines AM/FM reception with 8-track tape deck and rich stereo sound. Features speaker controls for balance and volume, plus FM stereo indicator light.

Speakers — Wide range of monaural and stereo rear speakers for installation in rear quarter side panels, doors or rear compartment. Separate speakers are also available for dealer-installed CB transceivers.

CB Antennas — Full selection of CB antennas for greater range and reception. Includes 9-foot whip, 46-inch rooftop, gutter mount, deck lid, AM/FM/CB combination and omni-directional base station types. Antenna Meter Kit also available to improve transmitting and receiving efficiency (available from your AMC Dealer).

CB Radios



Johnson 123 CB Transceiver — Compact unit with full allowable power output. Features electronic speech compression, automatic noise limiter, selectivity filter, and acoustically isolated speaker for better sound quality (Dealer installed).



Johnson 323 CB Transceiver — Deluxe unit features unique "dual cascade" crystal filtering system for greater interference rejection, plus Tapered Automatic Noise Limiter to block noise signals as they increase (Dealer installed).



Johnson 130 CB Transceiver — Combines all the features of the CB 123 with attractive "radio telephone" styling, plus external speaker jack for public address function (Dealer installed).



Johnson CB Base Station — Provides AC power supply necessary for converting mobile unit to base station operation. Operates from any 110-120 volt outlet (Dealer installed).



Kraco 2310 CB Transceiver — Features squelch control, automatic noise limiting and detachable dynamic microphone. Also includes built-in speaker, public address switch, and positive/negative ground (Dealer installed).



Kraco 2320 CB Transceiver — Includes all the features of the CB 2310, plus a walnut grained cabinet with black and chrome-plated front, and illuminated Vu-meter (Dealer installed).



Kraco 2330 CB Transceiver — The ultimate CB radio, with walnut grained cabinet and black and chrome-plated front, noise blanker switch, transmit/receive indicator lamps, and RF gain for better performance (Dealer installed).

Comfort

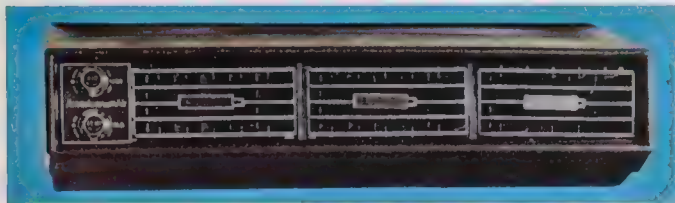


All-Season Air Conditioning — Make your new Matador extra comfortable and convenient with factory-installed air conditioning. Features Heavy Duty Cooling System and tinted glass.



Custom American Air® — Year-round comfort, whatever the outside temperature with this efficient, compact unit. Precision controls, adjustable louvers, choice of three blower speeds, full range of temperature selection, plus streamlined styling to enhance the interior decor. Available from your AMC dealer.

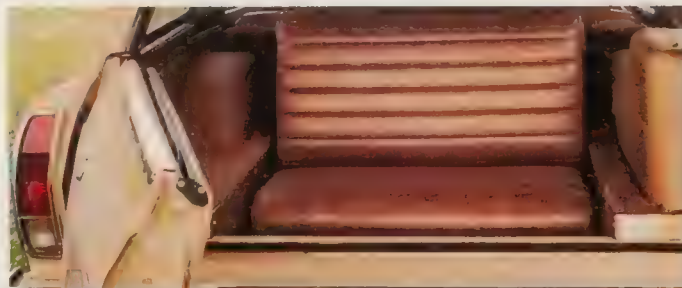
Air Conditioning Package — A complete air conditioning package for more powerful, efficient cooling. Includes All-Season Air Conditioning, Heavy Duty Cooling System, flex fan and tinted glass.



Universal American Air® — Driving comfort at economical prices makes this Universal American Air® System a favorite with car owners. Available from your AMC dealer.

Tinted Glass (All Windows) — Cool down your car's interior and reduce sun glare for a more comfortable ride all around. Recommended with air conditioning for more efficient cooling.

Convenience



Matador Wagon Third Seat



Cruise Command Automatic Speed Control

Interior Decor/Convenience Group — Special touches help make your drive more pleasant and convenient. Includes dome reading lamp, front and rear colored floor mats with carpeted inserts, electric clock, headlights-on warning buzzer, lighted right visor vanity mirror, and storage litter containers.

Visibility Group — Includes remote control chrome left hand and right hand mirror, and Deluxe Wiper System.

Deluxe Visibility Group — All the convenience of the Visibility Group, plus electric rear window defroster (Sedan and Coupe).

Matador Wagon Third Seat — Roomy third seat for 8-passenger seating. Folds down for cargo, up for people. Power rear window included.

Cruise Command Automatic Speed Control — Automatic speed control for steady, smooth driving. Operates at the touch of a button, disengages the instant the brake is depressed and resumes speed with a slide button feature. Ideal for turnpike cruising; helps improve fuel economy.

Electric Rear Window Defroster (Coupe and Sedan) — This factory-installed option keeps your rear window fog-free. Electrically controlled system includes heavy duty alternator and tinted rear glass.



Lighted Vanity Mirror — (Dealer installed)



Console Armrest with Locking Storage Compartment (Coupe)



Adjust-O-Tilt Steering Wheel

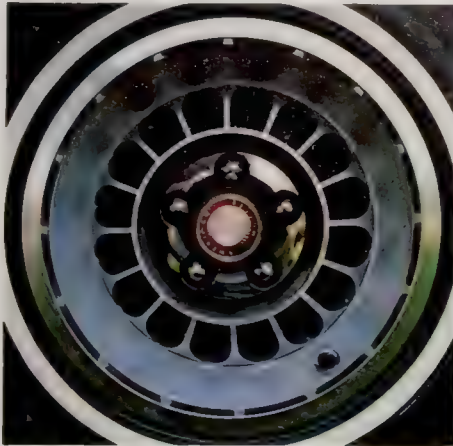


Remote Control Outside Mirror



Tailgate Air Deflector

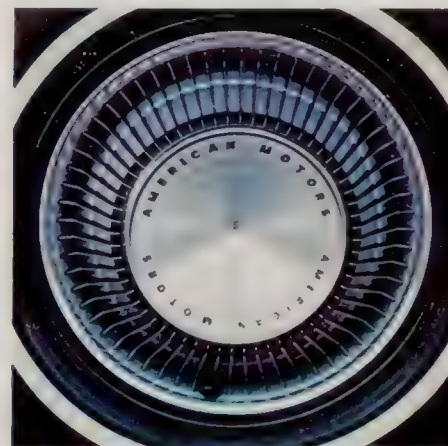
Appearance



Styled Road Wheels



Aluminum Wheels



Custom Wheel Covers



Soft-Feel Sports Steering Wheel



Colored Floor Mats with Carpet Inserts



Vinyl Roof (Coupe and Sedan) — Refer to Color & Upholstery Section for details.

Barcelona Package (Matador Coupe) — Includes reclining seats in tan Nap-Knit fabric with woven accent stripe, custom door trim panels (tan), grille surround and headlight bezels painted tan, bodyside decal, color-keyed (tan) wheel covers, rear license plate depression painted tan, Barcelona hood ornament, Barcelona medallion on glove box door, and Barcelona nameplate on hood and decklid.

Simulated Woodgrain Paneling (Wagon) — Elegant woodgrain side and rear panels give Matador Wagon the classic look of an estate wagon.

Matador Coupe Rally Stripe — Sporty accent that highlights Matador Coupe's distinctive styling. Available in four colors; black, berry, gold or white depending on interior and exterior color selection. Refer to Color & Upholstery Section for availability.

Bucket Seats (Coupe) — Matador Coupe features optional bucket seats for comfort, support, and sporty good looks. Rallye Perforated vinyl upholstery is as handsome as it is durable, and breathes naturally to provide cool comfort all year round. Refer to Color & Upholstery Section for availability.

Protection



Door Edge Guards



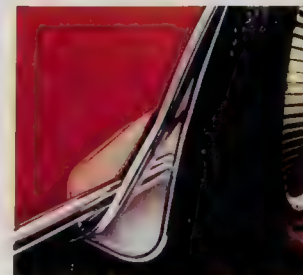
License Plate Frame



Locking Gas Cap



Bumper Nerfing Strips (Coupe)



Splash Guards — Minimize tar and road oil build-up on fenders. Stainless-steel-and-rubber or plastic models are offered. Available from your AMC dealer.



Vent Shades — Allow driving with windows open in rainy weather, and help offset window glare. Smart stainless steel finish. Available from your AMC dealer.

Travel



Vinyl Luggage Carrier — Waterproof vinyl cover keeps rooftop items dry, clean, and protected. Masonite floor and rugged frame add to long life. Available from your AMC dealer.



Roof Rack — Dresses up your roof and gives you added storage space for luggage.



Compass — Easily read at night. Available from your AMC dealer.



Ski Rack — Quickly installed, holds six skis and four poles. Available from your AMC dealer.

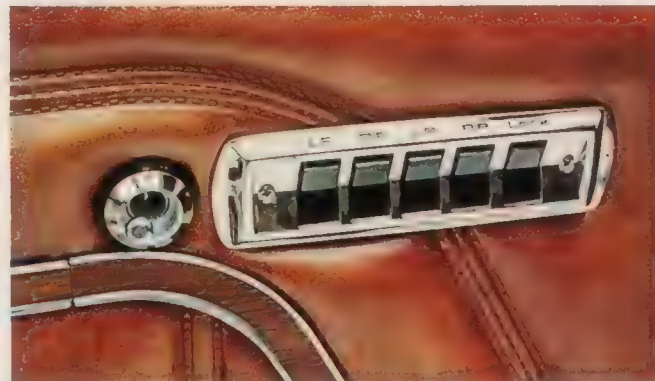


Litter Container/Tissue Dispenser — Available from your AMC dealer.



Load Carrier Shocks/Air Lift Shocks

Power



Power Side Windows (Matador Sedan and Wagon)



Power Tailgate Window — Consider the convenience of factory-installed power tailgate window that electrically raises and lowers the rear window of the Matador Wagon

Twin Grip Differential — Automatically transfers torque to the wheel with the most traction to help check wheel spin in mud or snow

304 CID V-8 Engine (Standard on Wagon)

360 CID V-8 Engine

Heavy Duty/Performance

Heavy Duty Cooling System — Rugged Heavy Duty Cooling System includes Coolant Recovery System, heavy duty radiator, flex fan, and fan shroud. Included with All-Season Air Conditioning and recommended for use with all other air conditioning applications.

Heavy Duty Suspension — A firm ride and virtually sway-free handling make this package as sporty as it is popular. Includes heavy duty springs, heavy duty shocks, and rear sway bar.

Heavy Duty 70 Amp Battery — Greater starting and staying power for electrical accessories and high output requirements.

Engine Block Heater — Plugs into regular 110-volt outlet to warm engine block during cold winter months. Provides faster easier starts, reduces battery drain, helps heater warm up faster.

Sway Bar — Factory-installed rear sway bar provides smooth and steady axle control that's extra useful for special performance and heavy duty requirements.



Portable Air Compressor — Lightweight and durable air compressor with convenient lighter plug-in or battery clamp attachment. Inflates, dusts and pressurizes with 60 P.S.I. of air pressure. Available from your AMC dealer.

80 Amp Special Equipment Battery — (Dealer installed.)

Steel Belted Radial Tires

Automatic Transmission Auxiliary Cooler — Factory-installed auxiliary cooler acts as a second radiator to cool down transmission fluids. This helps prevent wear and tear on your transmission when pulling heavy loads.

Coolant Recovery System — Helps prevent coolant loss. Automatically returns coolant overflow as engine cools. Available with Matador Coupe only.

MATADOR STANDARD FEATURES

See how much *more* you get for your money.

- Power train: economical 258 CID 6-cylinder engine (304 CID V-8 std. on Wagons and on all Matadors in California), automatic transmission.
- Power steering
- Power front disc brakes
- Full wheel covers
- Electronic ignition, virtually maintenance-free
- Foam-cushioned individual reclining seats trimmed in Brampton Plaid fabric (Coupe and

Sedan); individual reclining seats in Crush-Grain vinyl (Wagon).

- Color-keyed carpeting
- 12-inch day/night mirror
- Ash trays front and rear (with cigarette lighter in front)
- Extra Quiet Insulation Package. Includes: hood insulation, front and rear floor insulation, rear shelf panel insulation (Coupe and Sedan), plus door and rear quarter insulation (Coupe), full undercoating.
- Custom steering wheel
- Heating and Defrosting System

- 2-speed electric wipers/washers
- Light Group
- Dual-swing tailgate (Wagon)
- Protective bodyside scuff molding
- Front sway bar for greater cornering stability
- Bumper guards
- Folding second seat for up to 95.2 cu. ft.* of cargo space (Wagon)
- Inside hood release
- Durable "Luster-Guard" acrylic baked enamel finish

*Includes 8 cu. ft. below cargo floor

BUYER PROTECTION PLAN* II

1977 AMC FULL 12-MONTH/12,000-MILE NEW CAR WARRANTY; FULL 24-MONTH/24,000-MILE ENGINE AND DRIVE TRAIN WARRANTY

When you buy a new 1977 AMC car from an AMC dealer, American Motors Corporation* guarantees to you that for 12 months or 12,000 miles from the date of delivery or first use, whichever comes first, it will, except for tires, pay for the repair or replacement of any part it supplies which proves defective in material or workmanship. American further guarantees that for 24 months or 24,000 miles from the date of delivery or first use, whichever comes first, it will pay for the repair or replacement of the following parts which it supplies if they prove to be defective in material or workmanship: cylinder block, heads and valve train; internal engine parts; intake and exhaust manifolds; water pump; flywheel; crankshaft pulley; transmission; torque converter; clutch assembly; drive shaft and U-Joints; rear axle housing and its internal parts.

Normal service adjustments are not covered by this guarantee beyond the first 4 months or 4,000 miles of use, whichever comes first. Normal service adjustments include, but are not

limited to: wheel alignment and balancing, headlight alignment; adjustments to carburetor, distributor timing, clutch, brake, transmission linkage and bands, belts, doors, windows, hood, rear deck lid, and tailgate.

All we require is that the car be properly maintained and cared for under normal use and service in the fifty United States or Canada and that guaranteed repairs or replacements be made by an AMC dealer.

No other express warranty is given or authorized by American. American shall not be liable for loss of use of vehicle, loss of time, inconvenience or other consequential damages. Some states do not allow exclusion of consequential damages so the above exclusion may not apply to you. This warranty gives you specific legal rights and you may also have other rights which may vary from state to state.

**In Canada; American Motors (Canada) Limited*

1977 HIGH ALTITUDE PACKAGE

COMPONENTS OF PACKAGE

- Special Engine/Transmission/Axle Ratio Combination
- Adjustments to Carburetor Fuel/Air Mixture, Idle Speeds (High and Low) & Ignition Timing
- Revised Emission Control Equipment

PACKAGE REQUIRED:

The High Altitude Package is a required option for all AMC vehicles sold for principal use in counties wholly situated at elevations above 4,000 feet (1,219 meters). This regulation does not apply to California vehicles which must meet California requirements. High Altitude Package is a freely available option and may be ordered on vehicles under 4,000 feet. According to the U. S. Geological Survey, 167 counties are wholly located above 4,000 feet elevation. For complete listing of affected counties, contact your local AMC dealer.

CALIFORNIA REQUIREMENTS

As in the past vehicles destined for sale and registration in the state of California must be equipped with the option "California Emission System and Factory Testing" which requires a special selection of engine/transmission/axle combination.

MATADOR ENGINE SPECIFICATIONS

Engine	Comp. Ratio	Bore & Stroke	STD./OPT.
258 CID Six	8.0:1	3.75" x 3.90"	STD.*
304 CID V-8	8.4:1	3.75" x 3.44"	OPT.
360 CID V-8	8.25:1	4.08" x 3.44"	OPT.

*258 Six standard on Coupe and Sedan, 304 V-8 standard on Wagon.

ENGINE/TRANSMISSION COMBINATIONS

Engine	Transmission	STD./OPT.	Axle Ratios			
			49 State		Calif.	High Alt.
			STD.	OPT.		
258 CID Six	Automatic Column Shift	STD.	3.15	N.A.	N.A.	N.A.
304 CID V-8	Automatic Column Shift	OPT.*	2.87	3.15	3.15	N.A.
	Automatic Floor Shift	OPT.	2.87	3.15	3.15	N.A.
360 CID V-8	Automatic Column Shift	OPT.	2.87	3.15	3.15	3.54
	Automatic Floor Shift	OPT.	2.87	3.15	3.15	3.54

*Standard on Wagon

TIRE AVAILABILITY

Tire	Coupe	Sedan	Wagon
F78 x 14 Blackwall	STD.	STD.	N.A.
F78 x 14 Whitewall	OPT.	OPT.	N.A.
FR78 x 14 Whitewall (Steel Belted Radial)	OPT.	OPT.	N.A.
H78 x 14 Blackwall	N.A.	N.A.	STD.
H78 x 14 Whitewall	N.A.	N.A.	OPT.
HR78 x 14 Whitewall (Steel Belted Radial)	OPT.	OPT.	OPT.

Note: Custom Wheel Covers, Styled Road Wheels or Aluminum Wheels are available on all tire sizes.

DIMENSIONS

EXTERIOR

Length (Coupe)	209.4"
(Sedan)	216.0"
(Wagon)	215.5"
Wheelbase (Coupe)	114.0"
(Others)	118.0"
Width (Coupe)	77.4"
(Sedan)	77.3"
(Wagon)	77.2"
Height (Coupe)	51.8"
(Sedan)	54.8"
(Wagon)	56.8"
Tread (front/rear)	59.7"/60.0"
(Coupe)	59.8"/60.0"
(Sedan & Wagon)	59.8"/60.0"
Turning Diameter (wall to wall) (Coupe)	42.5 ft
(Sedan)	41.4 ft
(Wagon)	42.5 ft

INTERIOR

Head Room (front/rear) (Coupe)	37.6"/36.0"
(Sedan)	39.6"/37.5"
(Wagon)	39.9"/38.5"
Leg Room (front/rear) (Coupe)	43.0"/33.3"
(Sedan & Wagon)	42.8"/39.6"
Shoulder Room (front/rear) (Coupe)	60.4"/59.0"
(Sedan & Wagon)	59.7"/60.0"
Hip Room (front/rear) (Coupe)	60.4"/51.0"
(Sedan & Wagon)	59.9"/59.8"

CAPACITIES

Cargo Area (Coupe)	14.3 cu. ft.
(Sedan)	19.1 cu. ft.
Cargo Volume Index (Wagon)	95.2 cu. ft. (a)
(a) Includes 8 cu. ft. of space under cargo floor.	
Fuel Tank (Coupe & Sedan)	24.5 gals.
(Wagon)	21 gals.
Vehicle curb weights (approx.) 3742 lbs. (Coupe)	
3769 lbs. (Sedan)	
4124 lbs. (Wagon)	

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 **AMC**

Data Book

Matador Specifications

Matador Wagon

Matador Sedan/
Exterior Colors

Color/Upholstery

Audio/Comfort/
Convenience Options

Appearance/Protection/

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Buyer Protection Plan® II

What Is It?

It's our way of showing that we care about you after you buy your AMC car. For years, car buyers in this country have been saying what they really want is a good car they can count on. That's why American Motors and AMC dealers put together the Buyer Protection Plan II for Pacer, Gremlin, Hornet, and Matador owners.

How Is It A Plan?

Because in addition to a new-car guarantee, it provides other features for your satisfaction and convenience. Here's what it includes:

1. A Strong Guarantee in Plain English:

1977 AMC Full 12-Month/12,000 Mile New Car Warranty Full 24-Month/24,000-Mile Engine and Drive Train Warranty

When you buy a new 1977 AMC car from an AMC dealer, American Motors Corporation* guarantees to you that for 12 months or 12,000 miles from the date of delivery or first use, whichever comes first, it will, except for tires, pay for the repair or replacement of any part it supplies which proves defective in material or workmanship. American further guarantees that for 24 months or 24,000 miles from the date of delivery or first use, whichever comes first, it will pay for the repair or replacement of the following parts which it supplies if they prove to be defective in material or workmanship: cylinder block, heads and valve train; internal engine parts; intake and exhaust manifolds; water pump; flywheel; crankshaft pulley; transmission; torque converter; clutch assembly; drive shaft and U-Joints; rear axle housing and its internal parts.

Normal service adjustments are not covered by this guarantee beyond the first 4 months or 4,000 miles of use, whichever comes first. Normal service adjustments include, but are not limited to: wheel alignment and balancing; headlight alignment; adjustments to carburetor, distributor timing, clutch, brake, transmission linkage and bands, belts, doors, windows, hood, rear deck lid, and tailgate.

*In Canada: American Motors (Canada) Limited

All we require is that the car be properly maintained and cared for under normal use and service in the fifty United States or Canada and that guaranteed repairs or replacements be made by an AMC dealer.

No other express warranty is given or authorized by American. American shall not be liable for loss of use of vehicle, loss of time, inconvenience or other incidental or consequential damages. Some states or provinces do not allow exclusion of consequential damages so the above exclusion and limitation may not apply to you. This warranty gives you specific legal rights and you may also have other rights which may vary from state to state or province to province.

This guarantee gives you 12 month or 12,000 mile coverage on a lot of things most car warranties don't. It covers wiper blades, brake linings, light bulbs—literally everything we put on the car except tires. In other words, if something we did goes wrong with your '77, you won't have to pay for the parts or the labor. In addition to our regular 12 month/12,000 mile coverage, we'll also cover repairs on engine and drive train components for 24 months or 24,000 miles. As you'd expect, you must see that your car is maintained, at your expense, according to the 1977 Mechanical Maintenance Schedule in your Owner's Manual.

Related features:

• **Service Adjustments**

Any service adjustments required during the first 4 months or 4,000 miles of normal use, whichever comes first, will be performed by an authorized AMC dealer without charge to the owner.

• **Guarantee service for owners who move or travel.**

If you move or are traveling, any AMC dealer in the 50 United States or Canada will perform guarantee repairs for you.

• **Guarantee coverage for subsequent owners.**

Subsequent owners of this AMC cars are eligible for any unused guarantee coverage.

• **Tire Policy**

The tire manufacturer provides a limited warranty for the tires supplied with your new car. Specific warranty information and tire adjustments are handled directly with owners by the tire manufacturer's distributors, dealers or retail stores. Your AMC Dealer will assist if you need help in securing adjustment.

Buyer Protection Plan® II (Cont'd.)**2. New Car Pre-Delivery Service**

Your AMC dealer has serviced and tested your new car for starting, handling, braking and over-all performance in accordance with AMC's Dealer Pre-Delivery Service Procedure. In addition, many other checks, inspections, adjustments and final clean-up services have been performed to assure your car meets the quality standards of AMC products.

3. A Loaner Car

If your car needs guarantee repair work and "same day" (morning to evening) service cannot be completed as promised or if guarantee repairs require that the vehicle be kept overnight, your AMC dealer will provide you with a free loaner car until your car is ready. To qualify, you must comply with your dealer's work schedule.

4. Special Trip Interruption Protection

If you're 100 miles or more from home and a servicing AMC dealer can't provide "same day" guarantee repairs for your car, interrupting your trip, we will reimburse you for reasonable extra lodging and meal costs up to \$150, based upon your actual expenses. Submit receipts to the AMC dealer who serviced your car. He'll handle the paperwork that generates a direct reimbursement from Detroit to you.

5. Your Problem Is Our Problem

Your dealer and American Motors are concerned about your satisfaction. If a servicing problem or other difficulty occurs do the following:

- First, discuss the problem at the dealership with the Service Manager or other top official. Dealership management people are in the best position to resolve the problem quickly.
- If you want further help, call the local Zone Office or ask your dealer to do so (see listing of Zone Sales Offices in the Index of your Owner's Manual).
- If you've tried these two steps and still want help, write us concerning your problem. Please include your phone number, address and all the information concerning your vehicle including make, model, Vehicle Identification Number (located in the upper left-hand corner of the dashboard), and any specific problem information. Forward your letter to:

In U.S.A.:

American Motors Corporation
14250 Plymouth Road
Detroit, Michigan 48232
Attn: Owner Relations

In Canada:

American Motors (Canada) Ltd.
350 Kennedy Road South
Brampton, Ontario
Attn: Owner Relations

Standard Features

Gremlin

- Power team: 232 CID 6-cylinder engine, 3-speed manual synchromesh transmission with floor shift
- Electronic ignition, virtually maintenance-free
- Foam-cushioned bench seats trimmed in Rallye Perforated vinyl
- Color-keyed carpeting
- Carpeted cargo area
- Front ash tray
- Cigarette lighter
- Folding second seat for up to 26.5 cu. ft. of cargo space (with rear seat down)
- Heating and Defrosting System
- Glove box lock
- 2-speed electric wipers/washers
- Dome light actuated by courtesy switches on doors
- Handy rear lift window
- Front disc brakes
- Rear bumper guards
- Parking brake warning light
- Bright metal rocker panel and wheelip moldings
- Bright metal drip rail moldings
- Center-filling fuel tank for added convenience
- Durable "Luster-Guard" acrylic baked enamel finish

Hornet

- Power team: 232 CID 6-cylinder engine, 3-speed synchromesh manual transmission
- Electronic ignition, virtually maintenance-free
- Foam-cushioned bench seats trimmed in Veracruz fabric (Sedans), Rallye Perforated vinyl (Wagon); foam-cushioned bucket seats in Rallye Perforated vinyl (Hatchback)
- Color-keyed carpeting (plus carpet cargo mats in Wagon and Hatchback)
- Handy full-width package shelf under instrument panel
- Locking glove box
- Sports Steering Wheel (Hatchback)
- Flip-open rear quarter vent windows (Hatchback)
- Heating and Defrosting System
- 2-Speed electric wipers/washers
- Dome light actuated by courtesy switches on front doors
- Front disc brakes
- Rear bumper guards
- Front bumper corner nerfing strips
- Parking brake warning light
- Rear Liftgate (Hatchback and Wagon)
- Folding second seat for more cargo space (31.5 cu. ft. Hatchback, 62.8 cu. ft. * Wagon)
- Durable "Luster-Guard" acrylic baked enamel finish

**Includes 3.8 cu. ft. below cargo floor*

Pacer

- Power team: 232 CID 6-cylinder engine, 3-speed manual synchromesh transmission with floor shift
- Electronic ignition, virtually maintenance-free
- Foam-cushioned bench seats trimmed in Rallye Perforated vinyl (Wagon), Basketry Print fabric (Sedan)
- Color-keyed carpeting
- Folding second seat for up to 47.8 cu. ft. of cargo space (Wagon); 29.5 cu. ft. of space (Sedan)
- Ventless door windows; rear quarter window vents (Wagon)
- Locking stowage compartment in rear quarter panel (Wagon)
- Protective body side scuff molding
- Parking brake warning light
- Inside hood release
- For smoother, quieter riding: isolated front cross member and coil-spring suspension; isolated rear leaf-spring suspension
- Heating and Defrosting System
- 2-Speed electric wipers/washers
- Dome light actuated by doors
- Rear hatch with built-in assist for easy opening and closing
- Front disc brakes
- Ash tray and cigarette lighter
- Durable "Luster-Guard" acrylic baked enamel finish

Matador

- Power team: 258 CID 6-cylinder engine (304 CID V-8 std. on Wagons and on all Matadors in California), automatic transmission.
- Power steering
- Power front disc brakes
- Full wheel covers
- Electronic ignition, virtually maintenance-free
- Foam-cushioned individual reclining seats trimmed in Brampton Plaid fabric (Coupe and Sedan); individual reclining seats in Crush-Grain vinyl (Wagon).
- Color-keyed carpeting
- 12-inch day/night mirror
- Ash trays front and rear (with cigarette lighter in front)
- Extra Quiet Insulation Package. Includes: hood insulation, front and rear floor insulation, rear shelf panel insulation (Coupe and Sedan), plus door and rear quarter insulation (Coupe), full undercoating.
- Custom steering wheel
- Heating and Defrosting System
- 2-speed electric wipers/washers
- Light Group
- Dual-swing tailgate (Wagon)
- Protective bodyside scuff molding
- Front sway bar for greater cornering stability
- Bumper guards
- Folding second seat for up to 95.2 cu. ft.* of cargo space (Wagon)
- Inside hood release
- Durable "Luster-Guard" acrylic baked enamel finish

**Includes 8 cu. ft. below cargo floor*

Seat and Trim Availability

1977 "GREMLIN"			COLORS													
			"T" CODES													
			TRIMS													
SEAT, TRIM, COLOR & RALLY STRIPE AVAILABILITY			BLACK	WHITE/BLACK	BLUE	WHITE/BLUE	BLUE	BERRY	WHITE/BERRY	TAN	WHITE/TAN	BLACK/ORANGE	BLACK/BLUE	BLACK/YELLOW	BLACK/GREEN	
			Rallye Perforated Vinyl Sid	Rallye Perforated Vinyl Sid	Rallye Perforated Vinyl Sid	Rallye Perforated Vinyl Sid	"Levi's" Fabric Opt	Rallye Perforated Vinyl Sid	Rallye Perforated Vinyl Sid	Rallye Perforated Vinyl Sid	Rallye Perforated Vinyl Sid	Rallye Perforated Vinyl Sid	Hot-Scotch Plaid Fabric Opt	Hot-Scotch Plaid Fabric Opt	Hot-Scotch Plaid Fabric Opt	Hot-Scotch Plaid Fabric Opt
MODELS	FRONT SEAT TYPES															
46-5 4-PASS.	Bench Seat, Split Back—Std		H		H			H		H						
	Bucket Seats—Opt.		Q	Q	Q	Q	R	Q	Q	Q	Q	P	P	P	P	
STANDARD EXTERIOR COLORS																
G7	Alpine White	Rally Stripe	BLK GOL BER	BLK GOL BER	BLK GOL	BLK GOL	RED BLU	BLK GOL BER	BLK GOL BER	BLK GOL	BLK GOL	BLK GOL	BLK GOL	BLK GOL	BLK GOL	
7D	Powder Blue	Rally Stripe	BLK WHT GOL	BLK WHT GOL	BLK WHT GOL	BLK WHT GOL	BLU GOL WHT						BLK WHT GOL			
7K	Midnight Blue Met.	Rally Stripe	WHT GOL	WHT GOL	WHT GOL	WHT GOL	RED WHT GOL						WHT GOL			
7L	Loden Green Met.	Rally Stripe	WHT GOL	WHT GOL						WHT GOL					WHT GOL	
6D	Sand Tan	Rally Stripe	BLK WHT	BLK WHT				BER BLK WHT		BLK WHT	BLK WHT	BLK WHT				
7M	Golden Ginger Met.	Rally Stripe	BLK WHT	BLK WHT						BLK WHT GOL	BLK WHT GOL	BLK WHT		BLK WHT		
7B	Mocha Brown Met.	Rally Stripe	GOL WHT	BLK WHT						GOL WHT	GOL WHT			GOL WHT		
7C	Autumn Red Met.	Rally Stripe	GOL BER BLK WHT	GOL BER BLK WHT				GOL BER WHT BLK	GOL BER WHT BLK			BLK WHT				
6J	Silver Frost Met	Rally Stripe	BLK WHT	BLK WHT	BLK WHT		BLU	BLK WHT BER	BLK WHT BER				BLK WHT			
6V	Sunshine Yellow	Rally Stripe	BLK WHT	BLK WHT			BLU			BLK WHT				BLK WHT	WHT BLK	
7Z	Sun Orange	Rally Stripe	BLK GOL WHT	BLK GOL WHT			BLU			BLK GOL WHT		BLK GOL WHT				
7P	Lime Green	Rally Stripe	BLK WHT GOL	BLK WHT GOL						BLK GOL WHT				BLK WHT	BLK WHT GOL	
6R	Brilliant Blue	Rally Stripe	BLK WHT GOL	BLK WHT GOL	BLK WHT GOL	BLK WHT GOL	BLU						BLK WHT GOL			
6P	Firecracker Red	Rally Stripe	BLK WHT GOL	BLK WHT GOL			BLU	BLK WHT		BLK WHT GOL		BLK WHT				
P1	Classic Black	Rally Stripe	WHT GOL	WHT GOL	WHT GOL	WHT GOL		WHT GOL	WHT GOL	WHT GOL	WHT GOL	WHT GOL	WHT GOL	WHT GOL	WHT GOL	

NOTE Standard paint stripe usage: Gold with 7K, 7L, 7B, 7C, P1, Black with all others. Optional bodyside scuff moldings color application: White-G7, Gold-6D, 7M, Berry-7C, Black with all others.

1977 "HORNET"		COLORS		BLACK	WHITE	BLUE		BERRY		TAN	
		"T" CODES		711	71A	713		715		716	
		TRIMS		Veracruz Fabric Sid. Rallye Perforated Vinyl Opt.	Rallye Perforated Vinyl Opt.	Rallye Perforated Vinyl Opt.	Veracruz Fabric Sid. Levi's Fabric Opt.	Veracruz Fabric Sid. Rallye Perforated Vinyl Opt.	Rallye Perforated Vinyl Opt.	Veracruz Fabric Sid. Rallye Perforated Vinyl Opt.	Rallye Perforated Vinyl Opt.
MODEL	FRONT SEAT TYPES										
06-7 2-Dr. Sed.	Bench Split Back—Std Reclining Indiv.—Opt	E	F			E	F		E	F	
05-7 4-Dr. Sed.	Bench Full Back—Std Reclining Indiv.—Opt	A	B			A	B		A	B	
08-7 4-Dr. Wag.	Bench Full Back—Std Reclining Indiv.—Opt	A	B			A	B		A	B	
03-7 Hatchback	Bucket Seats—Std		Q	Q		Q	R		Q		Q

STANDARD EXTERIOR COLORS

G7	Alpine White	Vinyl Roof	WH BK	WH BK	WH	WH BK BE	WH BK BR BG
7D	Powder Blue	Rallye Stripe	BLK GOL	BLK	BLK GOL	BLK	BLU RED
7K	Midnight Blue Met.	Vinyl Roof	WH BK	WH BK BG			
7L	Loden Green Met.	Rallye Stripe	WHT GOL	WHT GOL	RED GOL WHT		
6D	Sand Tan	Vinyl Roof	WH BK BG			BG BE	WH BK BG BR
7M	Golden Ginger Met.	Rallye Stripe	WHT BLK			BER BER	WHT BLK BRN BRN
7B	Mocha Brown Met.	Vinyl Roof	WH BK BR				WH BK BR BG
7C	Autumn Red Met.	Rallye Stripe	WHT GOL	GOL			WHT GOL GOL WHT
6J	Silver Frost Met.	Vinyl Roof	BK WH BE			BK WH BE	BK WH BG BE
6P	Firecracker Red	Rallye Stripe	BLK WHT GOL			BLK WHT BER GOL	BLK WHT GOL BER
7Z	Sun Orange	Vinyl Roof	BK WH	BK WH			
6V	Sunshine Yellow	Rallye Stripe	BLK WHT	BLK WHT		BLU	BLK WHT BER
7P	Lime Green	Vinyl Roof	BK WH				BK WH BG BR
6R	Brilliant Blue	Rallye Stripe	WHT BLK				WHT BLK GOL BRN
P1	Classic Black	Vinyl Roof	WH BK	WH BK			WH BK BG
		Rallye Stripe	WHT GOL	WHT GOL			WHT GOL GOL

• Color not available with White Trim

NOTE D/L paint stripe usage: Gold with 7K, 7L, 7B, 7C, P1, Black with all others. Optional body side scuff moldings color application: White-G7, Gold-6D, 7M, Brown-7B, Berry-7C, Black with all others. Scuff moldings will match optional vinyl roof.

White trim includes white seats, doors and quarters on hatchback and white seats on Wagon. All other components are second interior color.

Two-Tone Paint—Alpine White (G-7) roof is optional with any standard color on all models except Wagon.

1977 "PACER"		COLORS		BLACK	WHITE/ BLACK	BLUE	BLUE	WHITE/ BLUE	BERRY	WHITE/ BERRY	TAN	WHITE/ TAN
		"T-CODES"		721	72A	723	723	72B	725	72D	726	72E
		TRIMS		Basketry Fabric Std. (Std.) Opt. (Wag.)	Rallye Perforated Vinyl Std. (Wag.) Opt. (Std.)	Rallye Perforated Vinyl Std. (Wag.) Opt. (Std.)	Levi's Fabric Opt.	Rallye Perforated Vinyl Std. (Wag.) Opt. (Std.)	Basketry Fabric Std. (Std.) Opt. (Wag.)	Rallye Perforated Vinyl Std. (Wag.) Opt. (Std.)	Basketry Fabric Std. (Std.) Opt. (Wag.)	Rallye Perforated Vinyl Std. (Wag.) Opt. (Std.)
MODEL	FRONT SEAT TYPES											
66-7 2-Dr. SEDAN	Bench Seat, Split Back—Std	E	F	F	E	F		F	E	F	F	F
	Individual Reclining—Opt.	J	L	L	J	L		L	J	L	L	L
	Bucket Seats—Opt.		Q	Q		Q	R	Q		Q	Q	Q
68-7 2-Dr. WAGON	Bench Seat, Split Back—Std	E	F	F	E	F		F	E	F	F	F
	Individual Reclining—Opt.	J	L	L	J	L		L	J	L	L	L
	Bucket Seats—Opt.		Q	Q		Q	R	Q		Q	Q	Q

STANDARD EXTERIOR COLORS												
G7	Alpine White	Vinyl Roof	BK WH SL	BK● WH● SL	BK WH BE SL	BK WH BG BR						
7D	Powder Blue	Vinyl Roof	BK WH	BK● WH●								
7W	Captain Blue Met.	Vinyl Roof	BK WH SL	BK● WH● SL								
7K	Midnight Blue Met.	Vinyl Roof Captain Blue■	BK WH SL	BK● WH● SL								
7L	Loden Green Met.	Vinyl Roof	BK WH SL			BK WH BG						
6D	Sand Tan	Vinyl Roof	BK WH BG		BE BG	BK WH BG BR						
7M	Golden Ginger Met.	Vinyl Roof	BK WH			BK WH BG BR						
7B	Mocha Brown Met.	Vinyl Roof	BK WH BR SL			BK WH BR BG						
7C	Autumn Red Met.	Vinyl Roof	BK WH SL BE		BK WH BE SL	BG BE						
J2	Brandywine Met.	Vinyl Roof Autumn Red■	BK WH BE SL		BK WH BE SL	BG BE						
6J	Silver Frost Met.	Vinyl Roof	BK WH SL	BK● WH● SL●	BK WH BE SL							
6P	Firecracker Red	Vinyl Roof	BK WH SL	BK● WH●	BK WH BE	BK WH BG						
7Y	Tawny Orange	Vinyl Roof Sand Tan■	BK WH	BK● WH●		BK WH BR BG						
6V	Sunshine Yellow	Vinyl Roof	BK WH	BK● WH●		BK WH BR BG						
P1	Classic Black	Vinyl Roof Silver Frost■	BK WH SL	BK WH	BK WH BE	BK WH BG						

●Only vinyl roof colors available with "Levi's" trim (Classic Black N-A with "Levi's" trim)

■Indicates two-tone sedan paint availability (vinyl roof N-A with two-tone paint)

NOTE: Standard bodyside scuff moldings is Black on base models. With sedan "X" or D/L model scuff moldings color application. Blue-7D, 7W, 7K;

Beige 6D, Brown 7M, 7B, White 7G, Silver 6J, Berry 7C, J2, Black with all others. With optional vinyl roof and standard scuff moldings color will match roof.

1977 "MATADOR" COUPE		COLORS		BLACK		BLUE		BERRY		TAN	
		"T" CODES		751		753		755		756	
		TRIMS		Brampton Plaid Fabric Std	Rallye Perforated Vinyl Opt	Crush Grain Vinyl Opt	Brampton Plaid Fabric Std	Rallye Perforated Vinyl Opt	Crush Grain Vinyl Opt	Brampton Plaid Fabric Std	Rallye Perforated Vinyl Opt
MODEL	FRONT SEAT TYPES										
16-7 2-Dr. Coupe	Individual Reclining Seats—Std	J		L	J		L	J		L	J
	Bucket Seats—Opt		Q			Q			Q		Q
STANDARD EXTERIOR COLORS											
G7	Alpine White	Vinyl Roof	WH BK SL	WH BK SL	WH BK BE SL	WH BK BR BG	BR				
		Rallye Stripe	BLK GOL	GOL BLK	BER BLK BER	GOL BLK	GOL				
7D	Powder Blue	Vinyl Roof	WH BK	WH BK							
		Rallye Stripe	WHT BLK	WHT BLK							
7K	Midnight Blue Met.	Vinyl Roof	WH BK SL	WH BK BG SL							
		Rallye Stripe	WHT	WHT GOL							
7L	Loden Green Met.	Vinyl Roof	WH BK SL			WH BK BG					
		Rallye Stripe	WHT			WHT GOL					
6D	Sand Tan	Vinyl Roof	BK WH BG		BE BG	BK WH BG BR	BR				
		Rallye Stripe	BLK WHT BLK		BER BER	BLK WHT BLK					
7M	Golden Ginger Met.	Vinyl Roof	BK WH			BK WH BR BG	BR				
		Rallye Stripe	BLK WHT			BLK WHT GOL					
7B	Mocha Brown Met.	Vinyl Roof	BK WH BR			BK WH BR BG	BR				
		Rallye Stripe	WHT GOL WHT			WHT GOL WHT					
7C	Autumn Red Met.	Vinyl Roof	BK WH SL		BK WH SL BE BG	BK WH BE BG					
		Rallye Stripe	BLK WHT		BLK WHT BER GOL	BLK WHT BER GOL					
6J	Silver Frost Met.	Vinyl Roof	BK WH SL	BK WH SL	BK WH SL BE						
		Rallye Stripe	BLK WHT BLK BER WHT	BLK WHT BLK WHT	BLK WHT WHT BER BLK WHT						
6P	Firecracker Red	Vinyl Roof	BK WH SL		BK WH BE	BK WH BG					
		Rallye Stripe	BLK WHT		BLK WHT BER	BLK WHT GOL					
6V	Sunshine Yellow	Vinyl Roof	BK WH			BK WH BG BR					
		Rallye Stripe	BLK WHT			BLK WHT GOL					
P1	Classic Black	Vinyl Roof	BK WH SL	BK WH	BK WH BE	BK WH BG	BK				
		Rallye Stripe	WHT GOL	WHT GOL	WHT WHT BER	WHT WHT GOL					

NOTE: Standard scuff moldings color application. Gold-6D, White-7G, Brown-7B, 7M, Berry-7C, Silver-6J, Black with all others. Scuff moldings are to match the optional rally stripe color, or optional vinyl roof if ordered, if both vinyl roof and rally stripe are ordered scuff moldings must match rally stripe

1977 "MATADOR" SEDAN/WAGON		COLORS		BLACK		BLUE		BERRY		TAN	
		"T" CODES		761		763		765		766	
		TRIMS		Brampton Plaid Fabric Std. (Sed.) Opt. (Wag.)	Crush Grain Vinyl Std. (Wag.) Opt. (Sed.)	Brampton Plaid Fabric Std. (Sed.) Opt. (Wag.)	Crush Grain Vinyl Std. (Wag.) Opt. (Sed.)	Brampton Plaid Fabric Std. (Sed.) Opt. (Wag.)	Crush Grain Vinyl Std. (Wag.) Opt. (Sed.)	Brampton Plaid Fabric Std. (Sed.) Opt. (Wag.)	Crush Grain Vinyl Std. (Wag.) Opt. (Sed.)
MODEL	FRONT SEAT TYPES										
85-7 4-Dr. Sed.	Individual Reclining Seats—Std.			J	L	J	L	J	L	J	L
88-7 4-Dr. Wag.	Individual Reclining Seats—Std.			J	L	J	L	J	L	J	L
STANDARD EXTERIOR COLORS											
G7	Alpine White	Vinyl Roof	WH BK SL	WH BK SL	WH BK BE SL	WH BK BR BG					
7D	Powder Blue	Vinyl Roof	WH BK	WH BK							
7K	Midnight Blue Met.	Vinyl Roof	WH BK SL	WH BK BG SL							
7L	Loden Green Met.	Vinyl Roof	WH BK SL			WH BK BG					
6D	Sand Tan	Vinyl Roof	BK WH BG		BE BG	BK WH BG BR					
7M	Golden Ginger Met.	Vinyl Roof	BK WH			BK WH BR BG					
7B	Mocha Brown Met.	Vinyl Roof	BK WH BR			BK WH BR BG					
7C	Autumn Red Met.	Vinyl Roof	BK WH SL		BK WH SL BE BG	BK WH BE BG					
6J	Silver Frost Met.	Vinyl Roof	BK WH SL	BK WH SL	BK WH SL BE						
6P	Firecracker Red	Vinyl Roof	BK WH SL		BK WH BE	BK WH BG					
6V	Sunshine Yellow	Vinyl Roof	BK WH			BK WH BG BR					
P1	Classic Black	Vinyl Roof	BK WH SL	BK WH	BK WH BE	BK WH BG					

NOTE: Standard scuff moldings color application: Gold-6D, White-G7, Brown-7B, 7M, Berry-7C, Silver-6J, Black with all others. Scuff moldings will match optional vinyl roof (Sedan). On Wagon with Woodgrain, scuff molding color is a simulated woodgrain.

Instrument Panels

Pacer



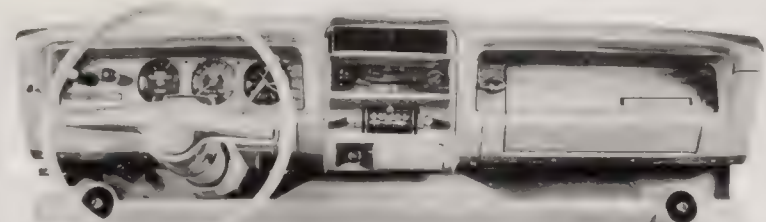
Pacer D/L Instrument Panel featuring Custom Steering Wheel, Woodgrain Instrument Panel Overlay, and High Level Ventilation. The following optional equipment is also shown: All-Season Air Conditioning, Automatic Transmission, Interior Decor/Convenience Group, Deluxe Visibility Group including Rear Window Defroster, Rear Window Wiper/Washer, and AM/FM Stereo/Tape Player.

Gremlin

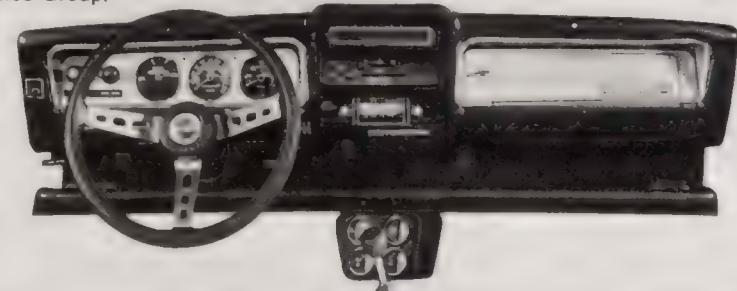


Gremlin X Instrument Panel with Performance Package, featuring Brushed Aluminum Instrument Panel Overlay. The following optional equipment is also shown: AM/FM Multiplex Stereo Radio, All-Season Air Conditioning including Full Width Parcel Shelf, Inside Hood Release, and Interior Decor/Convenience Group.

Hornet



Hornet D/L Instrument Panel featuring Custom Steering Wheel and Woodgrain Instrument Panel Overlay. The following optional equipment is also shown: Automatic Transmission, AM/FM Multiplex Stereo Radio, All-Season Air Conditioning, Rear Window Defogger, and Interior Decor/Convenience Group.



Hornet AMX Instrument Panel featuring standard Soft-Feel Sports Steering Wheel, Brushed Aluminum Instrument Panel Overlay, Rally Instrumentation including Tachometer, Oil Pressure, Temperature, and Amp Gauges and Electric Clock, 4-Speed Manual Transmission, and AMX graphics. The following optional equipment is also shown: Electric Rear Window Defroster, Inside Hood Release, and AM/FM Multiplex Stereo Radio.

Matador

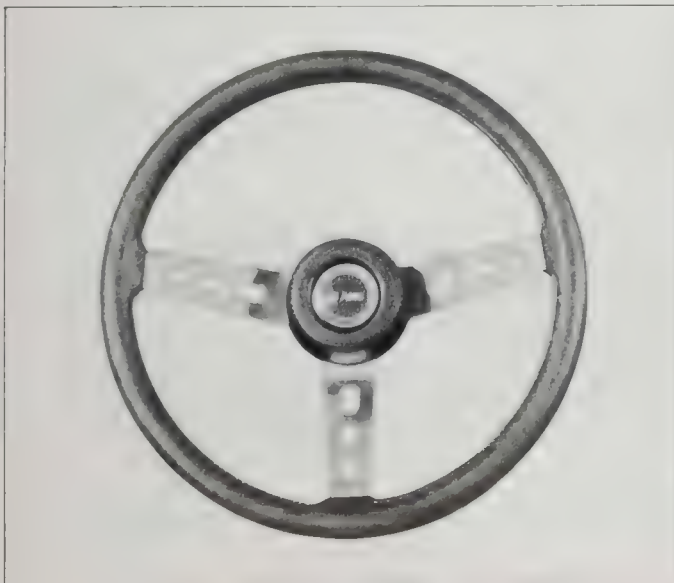


Standard Matador Instrument Panel featuring Custom Steering Wheel, Automatic Transmission, Woodgrain Instrument Panel Overlay, and Inside Hood Release. The following optional equipment is also shown: Interior Decor/Convenience Group, AM/FM Multiplex Stereo Radio, Power Rear Window (Wagon), and All-Season Air Conditioning.

Steering Wheels



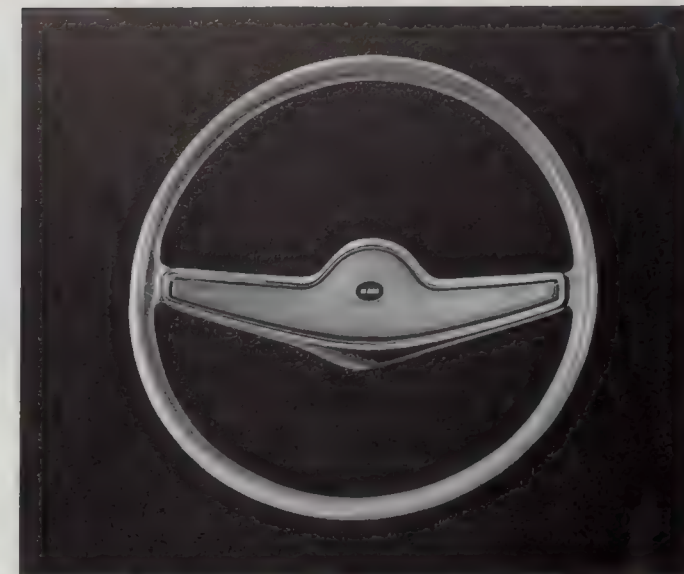
Custom Steering Wheel
Standard on Matador.
Optional on Pacer, Hornet.
Part of Pacer D/L and Hornet D/L packages.



Soft-Feel Sports Steering Wheel
Optional on all cars.



Standard Base Steering Wheel
Standard on Hornet and Pacer



Standard Base Steering Wheel
Standard on Gremlin.

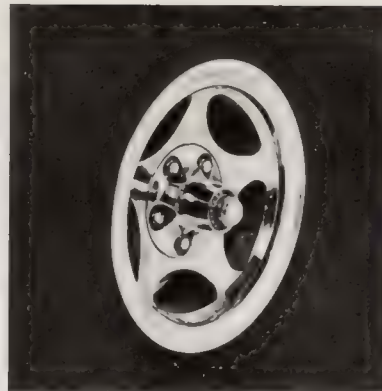


Optional Sports Steering Wheel
Optional on all cars.
Part of X pkgs. on Gremlin,
Hornet and Pacer.
Standard on Hornet Hatchback.

Wheel Covers



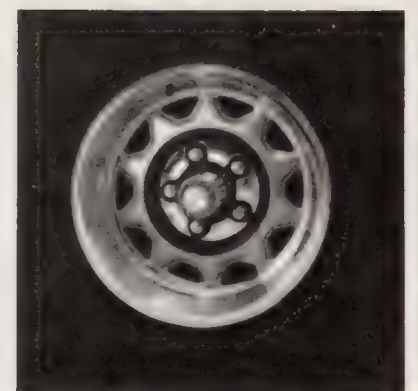
Standard Bright Hubcap
Standard on Gremlin, Hornet, Pacer



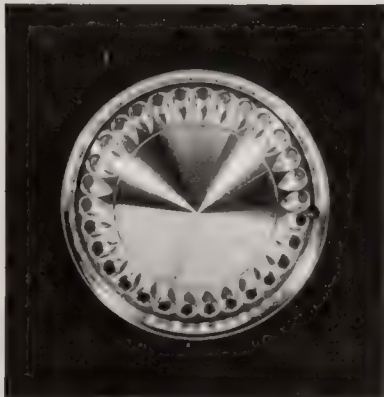
Aluminum Wheel
Optional on all models



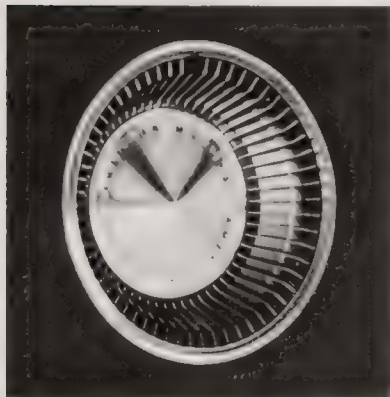
Styled Road Wheel
Optional on all models
Part of Pacer D/L Package.



Slot Styled Wheel
Part of X pkg.
on Gremlin, Pacer and Hornet



Full Wheel Cover
Optional on Pacer



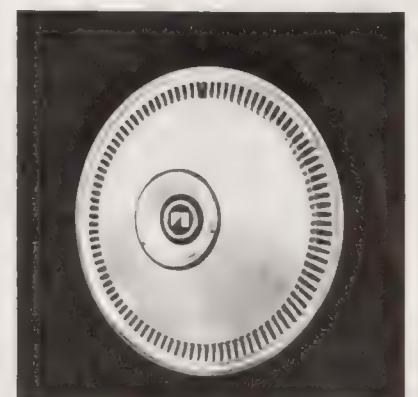
Custom Wheel Cover
Optional on Gremlin, Hornet,
Pacer or Matador
Part of Hornet D/L pkg.



Full Wheel Cover
Optional on Hornet, Gremlin



Color-Keyed Wheel Cover
Part of Matador Barcelona pkg.



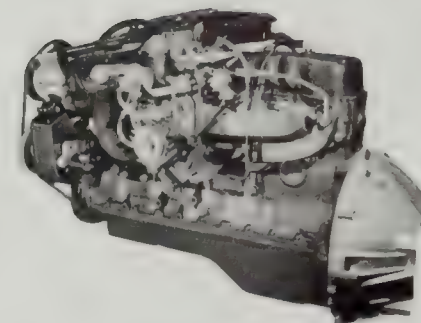
Full Wheel Cover
Standard on Matador

Mechanical

Engine

Engine Specifications

	232 CID	258 CID	304 CID	360 CID
Standard Engine	Pacer Gremlin Hornet	Matador Sedan and Coupe	Matador in Calif. only; nationwide on wagon	—
Optional Engine	—	Pacer Gremlin Hornet	Hornet Matador	Matador
Type	In-line OHV 6	In-line OHV 6	90° OHV V-8	90° OHV V-8
Bore and Stroke (in.)	3.75 x 3.50	3.75 x 3.90	3.75 x 3.44	4.08 x 3.44
Displacement (cu. in.)	232 (3802 cc)	258 (4229 cc)	304 (4983 cc)	360 (5900 cc)
Compression Ratio	8.0:1	8.0:1	8.4:1	8.25:1
Taxable HP (license)	33.75	33.75	45.00	53.27
Carburetor	1-barrel	1 or 2-barrel	2-barrel	2-barrel
Main Bearing	Seven	Seven	Five	Five
Valve Lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Oil Filter	Full-flow	Full-flow	Full-flow	Full-flow
Air Cleaner	Fiber-element	Fiber-element	Fiber-element	Fiber-element
Exhaust System	Aluminized single muffler and tailpipe	Aluminized single muffler and tailpipe	Aluminized single muffler and tailpipe	Aluminized single muffler and tailpipe
Fuel Requirements	All AMC Passenger Car Engines Require Unleaded Gasoline			



Low Profile Six Cylinder Engine

American Motors is famous for durable engines. The AMC six which utilizes a modern overhead valve design is no exception. Some of the features which make the AMC six such a dependable engine are detailed below.

- "Hot-Spot" intake manifold maximizes fuel vaporization for lean air/fuel mixtures and quick cold weather starts.
- "Notch poppet" design thermostat aids warm-up.
- Carburetor venturi shaft location improves intake.
- Fuel system component arrangement covering tank, lines, filter cap, vent check valves, etc., helps prevent fuel loss during engine roll-over.

Overhead valve design permits large diameter intake and exhaust valves for better engine breathing, full-length water jackets for improved cooling provisions, and high compression for efficient engine operation.

Engine block (thinwall, precision-cast iron) is a lightweight casting to help provide a high horsepower-to-weight ratio. Designed for maximum rigidity and noise dampening with minimum deadweight.

The crankshaft is cast from malleable iron and features seven main bearings of steel-backed micro-babbitt alloy. Eight counterweights (instead of four as on many other crankshafts) are used to minimize vibration and increase crankshaft efficiency.

Connecting rod bearings are constructed of steel-backed sintered copper-lead alloy.

Combustion chambers are wedge-shaped and cast in the head and piston crown. They are designed to induce turbulence of the fuel mixture, providing more complete combustion and lower spark voltage requirements.

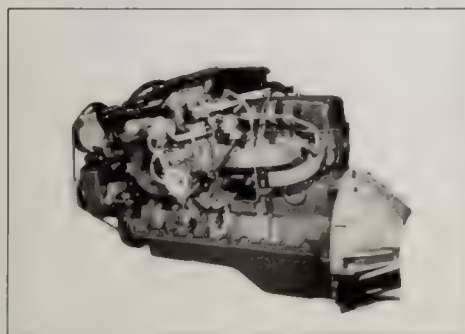
Hydraulic lifters compensate for variations in the valve linkage, thereby providing a quieter engine operation and permitting valves

to seat properly and maintain full compression. Valve clearance adjustments are not required.

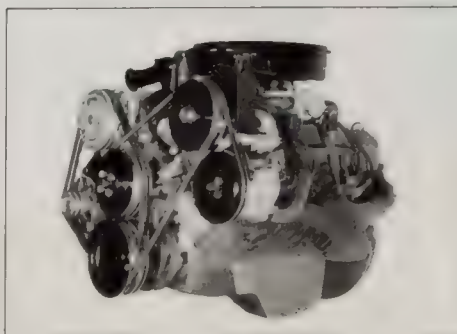
Short-stroke design reduces piston travel for less friction-energy loss, more available power, quieter engine operation, and longer engine life.

Pistons are cam-ground and constructed of aluminum alloy with a steel insert. Two cast iron rings and one three-piece steel ring control compression and oil. Piston is of "Auto-thermic" design for more efficient combustion and strength.

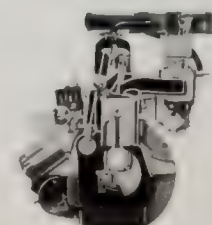
Valves Free-rotating valves minimize carbon deposits to help maintain full compression. Exhaust valve seats (in-head) are induction hardened for long service life.



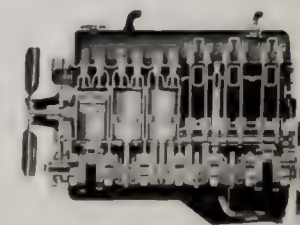
Six Cylinder Engine



V-8 Engine



Front Cross-Section View
Six-Cylinder Engine



Left Cross Section View.
Six-Cylinder Engine

Engine

AMC V-8 Engine

The AMC V-8 is a modern short-stroke design that minimizes piston speed (and wear) and keeps reciprocating weight to a minimum and provides lively engine response to throttle commands. Some of the features which contribute to the dependable operation of AMC V-8s are detailed below

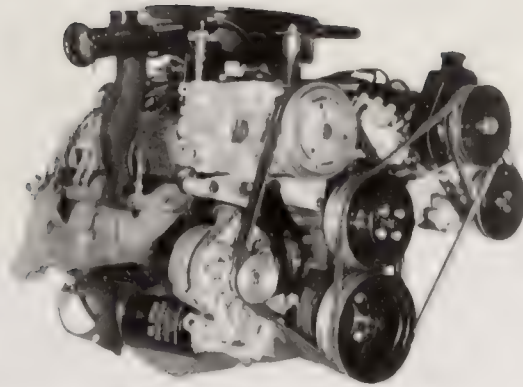
- Air gap insulator reduces heat transfer from engine to carburetor resulting in improved hot engine restart.

- 3-belt accessory drive system for more efficient power transfer to engine accessories.

Overhead valve design permits large diameter intake and exhaust valves for better engine breathing, full-length water jackets for improved cooling provisions, and high compression for efficient engine operation

Engine block (thinwall, precision-cast iron) is a lightweight casting to help provide a high horsepower-to-weight ratio. Designed for maximum rigidity and noise dampening with minimum deadweight

The crankshaft is cast from malleable iron and features five main bearings of steel-backed alloy lining. Six counter-weights are used to minimize vibration and increase crankshaft efficiency.



Connecting rod bearings are constructed of steel-backed sintered copper-lead alloy

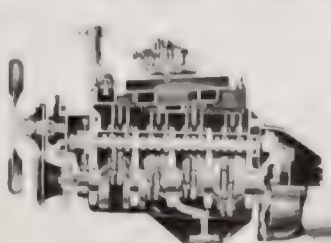
Combustion chambers are wedge-shaped and cast in the head and piston crown. They are designed to induce turbulence of the fuel mixture, providing more complete combustion and lower spark voltage requirements

Hydraulic lifters compensate for variations in the valve linkage, thereby providing a quieter engine operation and permitting valves to seat properly and maintain full compression. Valve clearance adjustments are not required

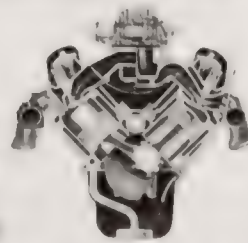
Short-stroke design reduces piston travel for less friction-energy loss, more available power, quieter engine operation, and longer engine life

Pistons are cam-ground and constructed of aluminum alloy with a steel insert. Two cast iron rings and one three-piece steel ring control compression and oil. Piston is of "Auto thermic" design for more efficient combustion and strength

Valves Free-rotating valves minimize carbon deposits to help maintain full compression. Exhaust valve seats (in-head) are induction hardened for long service life



Left Cross Section View, V-8 Engine



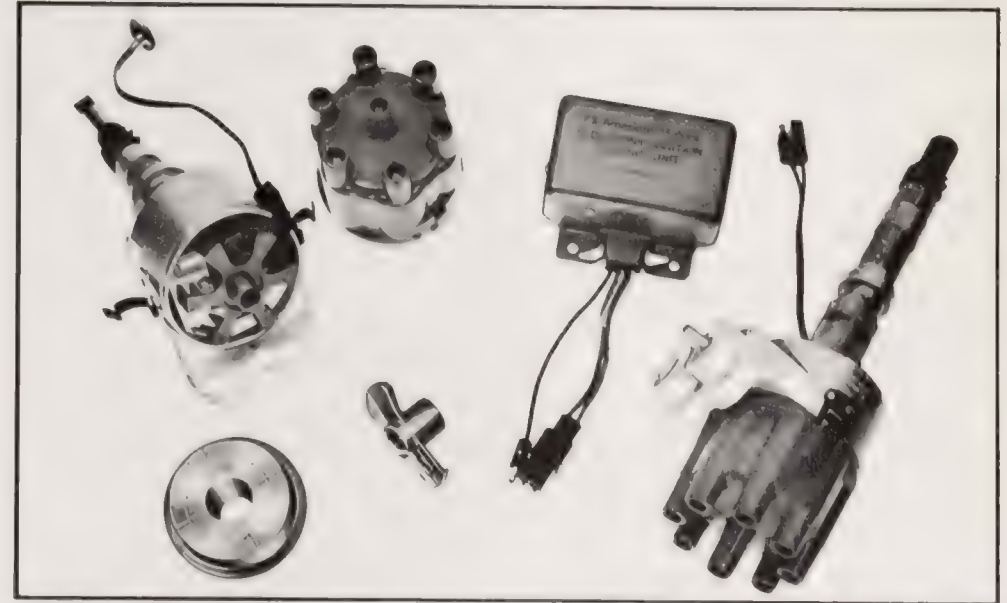
Front Cross Section View, V-8 Engine

Ignition System

Among all components, frequency of electrical system problems have ranked among the highest in all automotive products. AMC vehicle electrical components have been continually refined and upgraded and for 1977 are designed to minimize all chance of malfunction

ELECTRONIC IGNITION

All 1977 AMC vehicles have the breakerless electronic type ignition system as standard equipment



This system is the culmination of years of research and development. It is designed for fast, sure starts in all kinds of weather, exceptionally long life, and minimum servicing. It consists of an electronic control unit, a distributor with conventional advance mechanisms, a sensor and trigger wheel in the distributor, and an oil-filled ignition coil

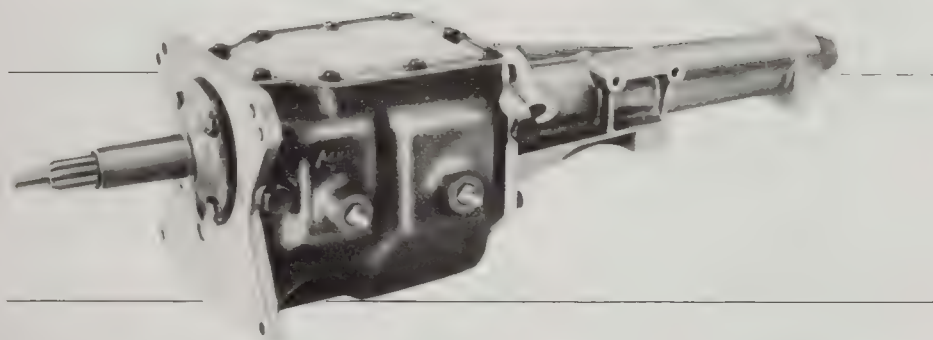
Electronic ignition eliminates those variables that cause deterioration in the conventional ignition system and offers the following advantages and benefits

- Has exceptionally long life with longer intervals between tune-ups

- Easy to trouble shoot and service
- No points to erode or require service
- Condenser has been eliminated
- Controls ignition timing and dwell very accurately, resulting in maximum exhaust emission control with minimum ignition system service
- Exceeds conventional ignition performance on all tests run from 20° F below zero to 200° F
- With cranking voltages as low as 6 volts, 17,000 volts are still available to fire spark plugs
- Delivers extremely accurate firing from cylinder to cylinder

Transmission

Three Speed Manual



3-speed manual transmission is standard on all AMC vehicles except Matador. It has been designed to handle the torque loads on most present and future AMC engines as well as provide easier and smoother operation. Some of the many features of this transmission are listed below.

- Fully synchronized.
- Positive shift interlock—Due to use of hardened steel shafts that move in machined bores in the casing.
- Shaft forks are large and heavy for easier shifting.
- Heavy gears, shafts, and synchronizers for improved durability.
- In reverse
 - Integral reverse idler gear eliminates rough engagements
 - Back-up light switch is threaded into the transmission case rather than mounted externally. This eliminates any adjustment

• Gear Ratios—

1977 Ratios

1st	2.99 *
2nd	1.75 *
3rd	1 *
Reverse	3.1 *

4-Speed Manual

For 1977, AMC offers a lightweight 4-speed manual transmission providing added performance, with better acceleration through the speed range. It is available as an option on the AMC Gremlin, Hornet Hatchback, and Pacer. Built to American Motors specifications by Warner Gear Division of Borg-Warner Corporation, the transmission is designed to be used with engines of up to 200 pounds/feet torque. It is available with the AMC 232 CID and 258 CID 6-cylinder engines.

Weighing only 55 pounds, the 4-speed transmission utilizes a die-cast aluminum case, extension housing and top cover to achieve its significant weight savings. Some cast-iron manual transmissions currently used in small cars weigh as much as 90 pounds.

A fully synchronized gearset gives the AMC 4-speed transmission smooth operating performance, while close ratios provide sporty shifting characteristics. Gears are "helical" design to provide a quiet drive and prolonged life, and the linkage is enclosed within the die-cast aluminum case, yielding positive shifting and lighter weight.

Gear selection is through an enclosed single rail shifter that eliminates the external rods and levers.

1977 Ratios

1st	3.50:1
2nd	2.21:1
3rd	1.43:1
4th	1:1
Reverse	3.31:1

The 4-speed transmission is teamed with a standard axle ratio of 2.73:1 (49 state). The unit is available with bucket seats, which are optional on Gremlin and Pacer (standard on Hatchback), or individual reclining seats, which are optional on Pacer.

Transmission

4-Speed Manual Transmission

ENGINE/TRANSMISSION/AXLE RATIO AVAILABILITY

Engine Model		232 cu. in. Six	258 cu. in. Six
Gremlin	A	2.73	2.73
	B	2.53	2.53
	C	3.08	N.A.
	D	2.73	N.A.
Hornet (Hatchback only)	A	2.73	2.73
	B	2.53	2.53
	C	3.08	N.A.
	D	N.A.	N.A.
Pacer	A	2.73	2.73
	B	2.53	2.53
	C	3.08	N.A.
	D	N.A.	N.A.

A Standard Axle Ratio for engine/transmission combination

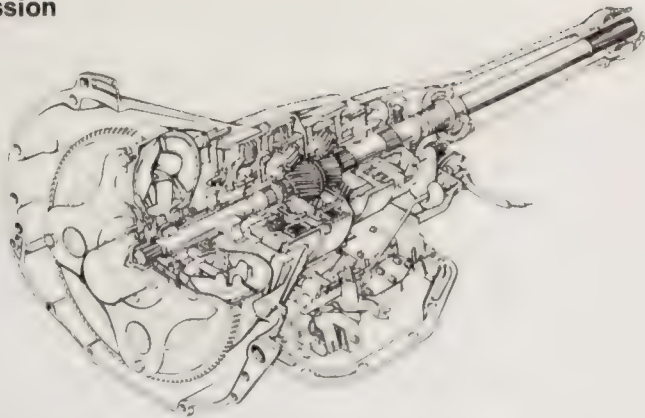
B Optional Axle Ratio for engine/transmission combination

C High Altitude Axle Ratio

D California Axle Ratio

NOTE: Axle Ratio MUST BE SPECIFIED on all orders for 1977 AMC cars.

1977 Automatic Transmission



All AMC models with 6 cylinder or V-8 engines are available with column shift automatic transmissions except Hornet Hatchback, where the automatic transmission has a floor shift. In addition, floor shift is offered on Matador Coupe, Gremlin and Pacer models. Some of the consumer benefits provided by the AMC automatic transmission include:

- Smooth shifts.
 - Responsive pick-up.
 - Quiet operation and durability.
 - Oil cooling—To help combat hot weather/stop and go driving. (AMC automatic transmissions are equipped with an oil cooler located in the bottom of the engine cooling radiator.)
 - An "auxiliary" transmission oil cooler is offered for heavy-duty use and can be ordered separately.
- The following features of the 1977 automatic transmission ensure smooth operation and reliable performance.
- Rugged and simplified parking mechanism.
 - Governor, integral with output shaft.
 - Boot-type rear seal
 - Integral front and rear servos mounted in case
 - Integral case and converter housing (aluminum).
 - Filter on pump inlet (in place of screen).
 - Transmission-mounted neutral safety switch for simplicity and greater accuracy.
 - Mechanical throttle valve linkage for greater reliability and adaptability to emission requirements.

Transmission:

- Large friction elements for longer life.
- Large shafting for increased capacity and life.
- Large clutch assemblies and "belleville" springs.
- Large capacity front pump and vent.
- Utilization of an accumulator system for better shift quality, pressure control, and refined calibration.
- Simpson (double planetary) gearset for quiet operation and long life.
- Ball bearing on output shaft.

Transmission Action

Park	Transmission lock plus engine start
Reverse	2.20:1 gear ratio
Neutral	Engine start
Drive	1st gear start with automatic upshifts to 2nd and 3rd gears 1st—2.45:1 2nd—1.45:1 3rd—1.00:1
Second	1st gear start with automatic upshift to 2nd gear
First	1st gear start with no automatic upshift

The standard axle ratio for AMC 6 and 8-cylinder engines has been selected to yield optimum fuel economy while also allowing adequate performance, and is recommended for normal driving needs. For each AMC model sold in states other than California, and for principal use in counties wholly located below 4,000 feet, an optional axle ratio is offered at no extra cost to accommodate special driving needs. The 6-cylinder optional axle ratio is recommended for improved fuel economy, especially under highway conditions. The 8-cylinder optional axle ratio is recommended for improved performance (i.e. hilly terrain) with some loss of fuel economy, especially under highway conditions.

ENGINE/TRANSMISSION/AXLE RATIO AVAILABILITY

GREMLIN	Engine	Transmission	AVAIL.	Axle Ratios			
				49 State		Calif.	High Alt.
				STD.	OPT.		
232 CID Six-		3-Speed Manual Floor Shift	STD	2.73	N.A.	N.A.	3.08
		4-Speed Manual Floor Shift	OPT	2.73	2.53	2.73	3.08
		Automatic Column Shift	OPT	2.73	2.53	3.08	3.08
		Automatic Floor Shift	OPT	2.73	2.53	3.08	3.08
258 CID Six-		3-Speed Manual Floor Shift	OPT	2.73	N.A.	N.A.	3.08
		4-Speed Manual Floor Shift	OPT	2.73	2.53	N.A.	3.08
		Automatic Column Shift	OPT	2.73	2.53	3.08	3.08
		Automatic Floor Shift	OPT	2.73	2.53	3.08	3.08

HORNET	Engine	Transmission	STD./OPT.	Axle Ratios			
				49 State		Calif.	High Alt.
				STD.	OPT.		
232 CID Six-		3-Speed Manual Floor Shift	STD	2.73	N.A.	N.A.	3.08
		4-Speed Manual Floor Shift*	OPT	2.73	2.53	N.A.	3.08
		Automatic Column Shift**	OPT	2.73	2.53	3.08	3.08
		Automatic Floor Shift***	OPT	2.73	2.53	3.08	3.08
258 CID Six-		4-Speed Manual Floor Shift*	OPT.	2.73	2.53	N.A.	3.08
		Automatic Column Shift**	OPT.	2.73	2.53	3.08	3.08
		Automatic Floor Shift***	OPT	2.73	2.53	3.08	3.08
304 CID V-8		Automatic Column Shift**	OPT	2.87	3.15	N.A.	3.08
		Automatic Floor Shift***	OPT	2.87	3.15	N.A.	3.08

*Transmission available only on Hatchback **Transmission not available on Hatchback
***Transmission available only on Hatchback and Wagon

PACER	Engine	Transmission	STD./OPT.	Axle Ratios			
				49 State		Calif.	High Alt.
				STD.	OPT.		
232 CID Six-		3-Speed Manual Floor Shift	STD	2.73	N.A.	N.A.	3.08
		4-Speed Manual Floor Shift*	OPT	2.73	2.53	N.A.	3.08
		Automatic Column Shift	OPT	2.73	2.53	3.08	3.08
		Automatic Floor Shift*	OPT	2.73	2.53	3.08	3.08
258 CID Six-		3-Speed Manual Floor Shift	OPT	2.73	N.A.	N.A.	3.08
		4-Speed Manual Floor Shift*	OPT	2.73	2.53	N.A.	3.08
		Automatic Column Shift	OPT	2.73	2.53	3.08	3.08
		Automatic Floor Shift*	OPT	2.73	2.53	3.08	3.08

*Transmission available only with individual reclining or bucket seats

MATADOR	Engine	Transmission	STD./OPT.	Axle Ratios			
				49 State		Calif.	High Alt.
				STD.	OPT.		
258 CID Six		Automatic Column Shift	STD	3.15	N.A.	N.A.	N.A.
		Automatic Floor Shift	OPT	2.87	3.15	3.15	N.A.
304 CID V-8		Automatic Column Shift	OPT	2.87	3.15	3.15	3.54
		Automatic Floor Shift	OPT	2.87	3.15	3.15	3.54

*Standard on Wagon

Suspension

1977 American Motors Suspension Features

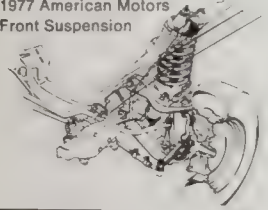
Front Suspension Upper Ball Joint



Two Piece Design "Zero-Lash" One Piece Design

1977 Front Suspension
Upper Ball Joint

1977 American Motors
Front Suspension



Front Suspension

For 1977, AMC continues to utilize "Twin-Ball-Joint" front suspension on Gremlin, Hornet, Pacer, and Matador models. This design which among other advantages permits suspension geometry which minimizes "Front-End-Diving" under heavy braking. In '77, the upper ball-joints use a "Zero-Lash" one-piece design ball which is stronger, seals better, and stays tighter longer. In addition, a resilient rubber bushing is used with each front strut which reduces the amount of road disturbances transmitted to the passenger area. Front sway bars for six cylinder models to further improve front roll stability are part of the Optional Heavy Duty Suspension Package for Gremlin, Hornet and Pacer, and it is also available separately. All V-8 Hornets and all Matadors have the front sway bar as standard equipment and it is included when steel-belted radial tires are specified. "Tru-Centric" wheels are being used for all 1977 models. "Tru-Centric" wheels improve

wheel and tire balance, thus reducing vehicle vibration and helps provide an exceptionally smooth ride.

Pacer

Pacer employs the AMC Twin Ball Joint front suspension above but in the Pacer application high spring towers are eliminated providing more engine compartment room. New steering geometry helps minimize front end "nose dive." Road noise and vibration is effectively insulated from the body structure with rubber.

Rear Suspension

Two unique rear suspension systems are used on 1977 AMC passenger cars. Gremlin, Hornet and Pacer models employ computer selected leaf springs and shock absorbers to tailor the suspension to the specific vehicle weight. Matador utilizes a coil spring and shock absorber combination. Specific features of the suspensions are detailed below.

Matador

For 1977, a four link trailing arm rear suspension is utilized on all Matador models. This system improves stability of the car in either loaded or unloaded conditions and provides outstanding axle control and rear wheel tracking under all driving conditions.

The Matador Wagon suspension features low outer-arm pivots which provide a higher roll center at the rear. This provides a more stable ride and greater resistance to roll and sway.

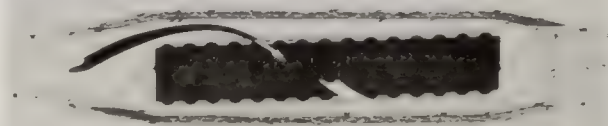
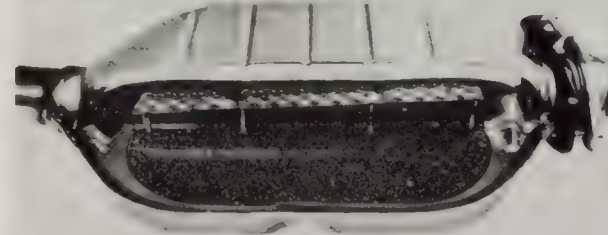
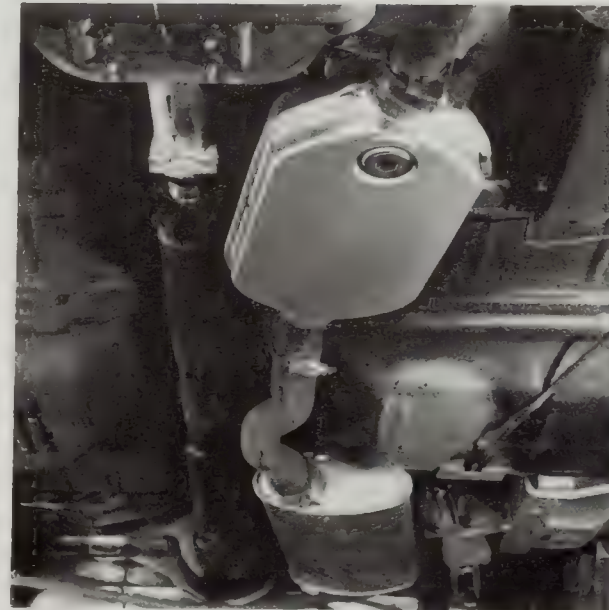
To further increase roll or sway resistance, a rear sway bar is optional on all Matador models. It is also part of the Heavy-Duty Suspension Package.

Gremlin, Hornet and Pacer

Gremlin, Hornet and Pacer all use a conventional leaf spring/shock absorber rear suspension.

To isolate the body from road noise and vibration, the front of the rear leaf springs are attached to the body with special dual-rate rubber bushings. These also help eliminate clutch chatter on manual transmission-equipped Gremlin, Hornet or Pacer models. The rear shock absorbers also employ a bayonet-type mounting (instead of the "eye" type) to also help eliminate road noise entering the passenger compartment.

Emission Control Features



American Motors has been actively engaged in reducing air pollutant emissions since the early 1950's. Substantial progress has been made, and our AMC cars meet the new, more stringent standards. To assure that the following systems continue to function properly, use *only* unleaded fuels and follow the recommended maintenance schedules as indicated in the 1977 Owner's Manual.

Catalytic Converter

Your 1977 car may be equipped with a catalytic converter which is a muffler-like canister located in the exhaust system between the engine and muffler. It is filled with small alumina beads coated with a platinum palladium mixture which act as the catalyst. The coating causes the undesirable carbon monoxide and hydrocarbons to be converted into harmless carbon dioxide and water vapor.

The catalytic converter is designed to last the life of the car under normal usage and service. It does, however, require the use of unleaded fuel. Use of leaded fuel, which is prohibited by federal law, will render the catalyst ineffective and result in substantially higher emissions.

If the catalyst has been contaminated by the use of leaded fuels, it may be necessary to have the coated beads replaced. The combination of catalytic converter and unleaded fuel helps you enjoy low emission levels and reduced maintenance.

NOTE: Certain cars are equipped with pre-catalytic converters. The pre-catalytic converter is mounted forward of the regular converter and duplicates its function to achieve additional emission control effectiveness.

Converter Usage

Engine	Transmission	Converter*
232 - 6 Cyl	Manual	Yes
	Automatic	Yes
258 - 6 Cyl.	Manual	Yes
	Automatic	Yes (on 1V carb. engines)
304 - 8 Cyl.	Automatic	Yes
360 - 8 Cyl.	Automatic	Yes

*All cars sold for high altitude are equipped with catalytic converters

Exhaust Gas Recycle System (EGR)

The exhaust gas recycle system, used on all AMC cars, is required to meet California and nationwide Federal Regulations on emission of nitrogen oxides. This system features a vacuum operated flow control valve which meters a portion of the exhaust gas into the intake manifold for recycling. This reduces the combustion temperature which reduces the formation of nitrogen oxides.

TCS System

The transmission controlled spark (TCS) system is used only on certain models to achieve additional nitrogen oxides control. This system reduces nitrogen oxides and hydrocarbon emissions by controlling vacuum spark advance. A solenoid valve, controlled by the transmission (manual or automatic), regulates the vacuum signal to the

distributor. TCS needs no regular maintenance except checking to make certain that hose connections are tight.

Fuel Return Line

A fuel return line is installed on all AMC cars to route fuel vapors back to the fuel tank to prevent excessive vaporization in the feed line to the carburetor. This eliminates "vapor lock" and provides improved hot engine restarts.

Fuel Tank Vapor Emission Control System

This system prevents gasoline vapors from escaping to atmosphere from the fuel tank by routing them to a canister for temporary storage. The canister contains activated charcoal granules which adsorb and store the vapors. When the engine is running, fresh air is drawn through the canister

purging the vapors from the charcoal. The air and vapor mixture is then drawn into the engine and burned in the combustion chambers. The canister also collects and disposes of carburetor fuel bowl vapors in the same way.

"Air-Guard" System

This exhaust emission control system, which uses an engine-driven air pump, promotes oxidation of hydrocarbons and carbon monoxide in the exhaust manifold by injecting filtered air into the exhaust ports.

Altitude Compensation

AMC cars sold for principal use in counties wholly located above 4000 feet incorporate an altitude compensation device on the carburetor. This device is provided in accordance with EPA regulations.

Emission Control Features

Air Guard Usage*

Engine	Transmission	Gremlin	Hornet	Pacer	Matador
232 6 Cyl.	Manual	X	X	X	
	Automatic	X	X	X	
258 6 Cyl.	Manual	X	X	X	
	Automatic	X	X	X	X
304 8 Cyl.	Manual				
	Automatic		X		X
360 8 Cyl.	Automatic				X

*All California cars

Positive Crankcase Ventilation (PCV)

The PCV system eliminates the emission of crankcase fumes into the atmosphere by recirculating these fumes back into the engine for burning.

American Motors Emission Control System Warranty

American Motors warrants to the owner that his vehicle (and, in the case of a vehicle rated at more than 6,000 lbs. G.V.W., that the engine installed in such vehicle), is (1) designed, built, and equipped to conform at the time of sale, with applicable regulations of the Federal Environmental Protection Agency issued under Section 202 of the National Emission Standards Act, and (2) free from defects in materials and workmanship at the time of sale, which would cause such vehicle or engine to fail to conform with such regulations for a period of five (5) years from date of first use or 50,000 miles, whichever occurs first. American Motors' obligation under this warranty is to repair or replace, at an authorized American Motors Dealer's place of business, any part which proves to be so defective, required to bring the vehicle or engine into conformity with such regulations. This warranty applies only to vehicles first sold and used in the United States.

Bumper Systems

AMC's Bumper Systems have been designed to meet Federal requirements of 5 MPH barrier and pendulum impact protection for both front and rear. American Motors Corporation offers different systems on its car lines, which are tailored to that size vehicle. Gremlin and Hornet utilize recoverable front and rigid rear systems.

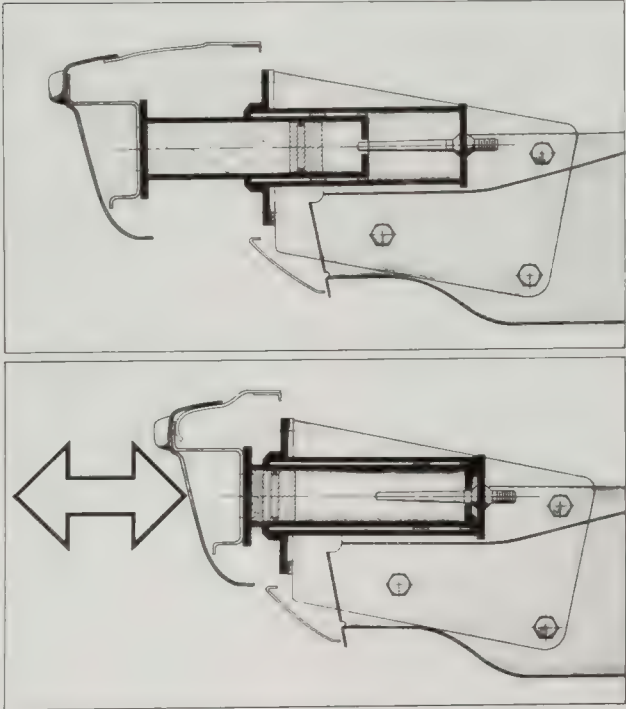
Matador and Pacer are equipped with recoverable bumper systems—front and rear. Both bumper and reinforcement behind the bumper have been strengthened to meet the damage criteria on all systems.

AMC's energy absorbing "re-coverable" bumper, as shown, uses a hydraulic principle to dissipate the kinetic energy of impact by converting it into heat energy. It uses a pneumatic principle to restore the bumper to its extended position. The device is located between the vehicle's front bumper and frame providing the mounting for the bumper. It is designed to absorb impact energy and restore the bumper to its original position after low speed collisions.

AMC's energy-absorbing devices are maintenance-free as well as self-restoring following impact

The device that allows AMC's recoverable bumper to perform its function consists of two heavy-gauge steel cylinders, one telescoping into the other. The front chamber attaches to the car's bumper, the rear to the car's understructure

Not only are the devices sturdy enough to withstand the shock of repeated impacts, but they also possess the strength to support the weight of a car when the bumper jack is employed for tire changing



Federal and State regulations regarding bumper strength were important considerations in the design of AMC's energy-absorbing units because the bumpers attached to these devices are positioned in a specific design location to allow for movement of the telescoping sections.

All 1977 Gremlins and Hornets utilize steel reinforced rear rubber bumper guards for added protection. Front bumper guards are optional. In addition, Hornet is equipped with front bumper corner nerfing strips to reduce nicks and scratches

Front and rear bumper guards and front and rear bumper corner nerfing strips are standard on all Matador models. Pacer offers bumper guards in conjunction with nerfing strips as an option on the base car. Full width front and rear nerfing strips without bumper guards are included in the D/L Package. Guards and nerfing strips are mandatory on all vehicles for states where no-damage requirements exist.

Bumper Systems Availability

	Gremlin	Hornet	Hornet AMX	Pacer	Matador		
					Coupe	Sedan	Wagon
Front: Guards	Optional	Optional	Standard	Optional	Standard	Standard	Standard
Nerfing Strip	N/A	N/A	Standard	Optional	Optional	N/A	N/A
Corner Nerfing Strips	N/A	Standard	Standard	N/A	Standard	Standard	Standard
Energy-Absorbing Bumpers	Standard	Standard	Standard	Standard	Standard	Standard	Standard
Rear: Guards	Standard	Standard	Standard	Optional	Standard	Standard	Standard*
Nerfing Strip	N/A	N/A	Standard	Optional	Optional	N/A	N/A
Corner Nerfing Strips	N/A	N/A	N/A	N/A	Standard	Standard	Standard
Energy-Absorbing Bumpers	N/A	N/A	N/A	Standard	Standard	Standard	Standard

*License plate surround design.

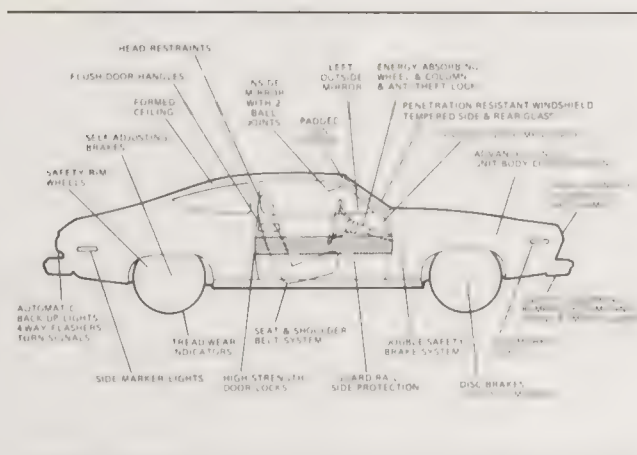
Safety Features

General Equipment

Lap belts for all designated seating positions
Shoulder belts for outside front seat positions
Two Rear Shoulder-Belt Anchors
Two Front Head Restraints
4-Way Hazard Warning Signals
Lane Changer Turn Signals
Automatic Back-Up Lights
Side-of-Car Safety Marker Lights
Hi-Intensity Headlights
Inside Rear-View Mirror with Twin Ball-Joint Pivots
Left-Side Rear-View Mirror
2-Speed Electric Windshield Wipers and Non-Glare Blades
Electric Windshield Washers
Windshield Defrosters (Heater)

Construction, Brakes, Wheels

Single-Unit Body Construction
Electronic Ignition
Guard-Rail Doors
Energy-Absorbing Steering Column
Energy Absorbing Steering Wheel
Penetration Resistant Windshield Glass
Tempered Side and Rear Glass
Formed Ceiling Headliner
Padded Sun Visors
Padded Instrument Panel
Safety-Shaped Armrests
Non-Glare Finish on Inside Parts
Double-Safety Brake System
Brake System Warning Light
Certified Flame Retardant Fabrics



Self-Adjusting Brake Linings
Mechanical Stop-Light Switch
Corrosion-Resistant Brake Lines
Safety-Rim Wheels
Tire Tread-Wear Indicators
Energy Absorbing Bumpers
Captive Engine Mounts

Locks, Door Handles, Controls

Anti-Theft Ignition, Steering and Transmission Lock with Warning Buzzer (Less Trans. Lock on Floor Shift)
High-Strength Door Locks
Safety-Shaped Door Handles
2-Key Locking System
Soft-Feel Control Knobs w/International Codes
Safety-Styled Instrument Panel
Front Seat-Back Lock
Dual-Action Hood Latch
Inside Hood Release (Pacer and Matador)

All AMC cars are equipped with seat belts for all normal seating positions as follows

Gremlin—
2 front, 2 rear

Hornet—
2 front, 3 rear
(2 rear on 2 door models)

Pacer—
2 front, 3 rear

Matador Coupe—
3 front, 2 rear

Matador Sedans and Wagons—
3 front, 3 rear

Seat Belts

The front seat outboard positions have a lap and a shoulder belt that are permanently connected at the latch plate. The **lap belt** has an automatic locking retractor that **locks when you stop pulling the belt out**. The **shoulder belt** has an inertial-locking retractor that **locks only when the vehicle stops abruptly**. This allows upper body freedom of movement in normal situations. A plastic comfort clip on the shoulder belt allows the belt to be adjusted to reduce the pressure of the belt across the shoulder and chest. The center position, (in Matadors with individual seats), is equipped with a manually adjustable lap belt

A seat belt reminder system is provided and consists of a FASTEN BELTS indicator light and a buzzer. The light will come on whenever the ignition is turned to the on or start position, whether or not the driver has buckled up. It will go off automatically after about 4 to

8 seconds. The buzzer will sound only if the driver has failed to fasten his seat belt and the ignition is turned to the on or start position; it will go off automatically after about 4 to 8 seconds of buzzing. The warning light and buzzer work independently of each other and only for the driver's seat

The rear seat outboard positions are equipped with automatic-locking lap belt retractors. Rear seat center position and station wagon third seat, where applicable, have manually adjustable lap belts.

Tips On Belts

WARNING: Never use the same lap-shoulder belt on more than one person at a time and do not wear shoulder belt under the arm. Such uses increase the chance and severity of injury in the event of an accident.

- Belts, buckles, latch plates, retractors, reminder systems, comfort clips, and anchors should be inspected periodically. Webbing should be replaced if fraying or cuts have developed. Depending upon amount of use and exposure to sunlight, dirt, and abrasion, belt webbing strength may deteriorate over a period of years. In such cases, belt assemblies should be replaced.
- If your car has a three-passenger front seat (i.e., Matadors with individual seats) or rear bench-type seat, be sure each seat belt latch plate is inserted into the correct buckle. It's possible—especially for children—to get the middle and outboard seat buckles mixed up. Belt

routings may be checked periodically by manually tracing webbings to their anchors by slipping your hand between the seat cushion and the seatback.

- The front seat floor retractor holsters swivel toward rear of car for ease of rear compartment entry and exit.
- Belt assemblies should be replaced in the event that they have experienced major collision loads
- Connecting bolts should be tightened to the correct torque—your dealer can check this.
- When cleaning belts, use a mild soap or detergent with warm water. Rinse thoroughly and dry them in the shade. Never dye or bleach belts (may weaken fabric).



Seat Belts

When Children Are Passengers

For children five years of age or under, use of a child restraint is recommended. These include child seats, child harnesses, or infant carriers complying with Federal Motor Vehicle Safety Standard (FMVSS) 213.

The American Safety Belt Council (which also concerns itself with child seats), gives the following tips on buying and using child restraints:

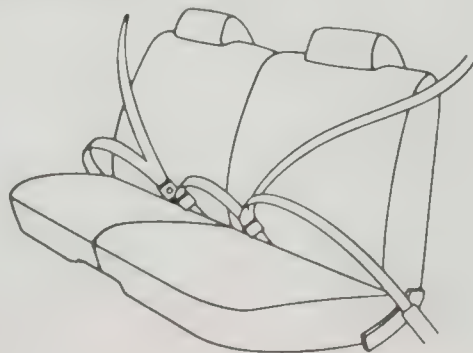
- Look for a label saying that the infant carrier or child seat meets FMVSS 213 standards.
- Look for a statement in the seat's accompanying literature saying that the manufacturer has run his own "dynamic" tests on the seat. (There are about half a dozen such products on the market.)
- If possible, put the carrier in the center of the back seat rather than up front with you. The back seat is more safe for a child.
- Read all instructions carefully and follow to the letter. Many infant carriers and child seats have a webbed strap coming down from the top of the back of the carrier. This strap should be fastened down when you are traveling. If the seat is up front, attach the strap to a back seat safety belt. If the seat is in back, fasten the strap to a suitable anchorage behind the rear seat.
- Many children aged four or five are too big for child seats and too small for regular seat belts (especially in the front seat, where the shoulder harness is likely to come right across their faces or necks). Put such children in the back seat, where belts don't have shoulder harnesses, and strap them in. While seat belts are not as protective for them (because their body weights and flexibility differ from adults), use of the belts is recommended.

Children should never be left alone in a car. If the occasion so requires, be sure to set the parking brake and remove the ignition key which also locks the steering wheel and automatic transmission shift lever in P.

Lap Belt Routing

It is important, safety wise, that lap belts be routed properly in relation to front seats, prior to use, as shown

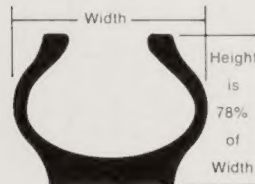
NOTE: for Bucket Seats, route both halves of Lap Belt around the outside of the seat



INDIVIDUAL SEATS

Identification

Modern tires are now identified by a combination of letters and numbers, for example F78 x 14. The F indicates tire load carrying capacity. The 78 indicates the tire series and also that the height of the tire is 78% of its width as shown in this illustration.



78 Series

The 14 denotes the rim diameter in inches.

Radial type tires are identified by an R used as the second letter of the tire size as in FR78 x 14.

All AMC passenger cars are equipped with tires rated as Load Range B by the Department of Transportation. Load Range B is a measure of the tire's maximum load capacity when inflated to a maximum cold inflation pressure of 32 p.s.i. The chart below details the maximum load carrying capacity for each of the seven tire series when inflated to 32 p.s.i.

Tire Series	Maximum Load Capacity Per Tire @ 32 p.s.i. Cold Inflation Pressure (in lbs.)
B (6.45 x 14)	1120
B	1150
C (6.95 x 14)	1230
D	1320
F	1500
H	1770

To properly inflate tires on AMC cars, please follow the recommendations contained in the Owner's Manual and on the glove box door. Do not reduce inflation pressure if the tires are hot—driven over 10 miles at about 55 mph—as tire pressure may increase as much as 6 psi over cold pressures. If tire pressure must be adjusted while hot, temporarily set pressure at 6 psi (10 psi for sustained high speeds) greater than those specified until such time as cold inflation pressure can be checked and adjusted. Do not exceed 32 psi under any circumstances.

Construction

There are three basic types of tires used on AMC cars: the bias-ply, bias-belted and steel-belted radial. Each of these tires provide different performance characteristics on AMC cars. We offer as wide a selection as possible so that each new car owner can choose the type tire best suited to his driving needs.

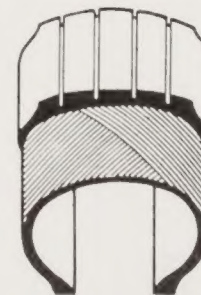
Bias ply tires are constructed of two or four plies (layers of rubber treated fabric woven usually of polyester) laid at an angle (bias) to each other as they run from bead to bead of the tire. The bead is the part of the tire which holds it to the wheel rim. This type of tire has strong construction and flexes easily for a smooth comfortable ride.

The bias-belted tire is similar

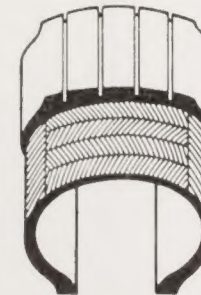
in basic construction to the bias ply tire with the two plies laid at an angle to each other but also has two cord belts (made usually of steel, fiber-glass, or textile cord dependent upon the type of tire) which run around the circumference of the tire between the body and tread. This type construction produces tires which flex easily to provide a smooth ride and the cord belts reinforce the tread to hold it flat on the road and reduce tread "squirm" and thus give long tread life and excellent handling characteristics.

Of European heritage, the radial tire has body plies which run across the tire from bead to bead at an angle of approximately 90° to the center line of the tire. Reinforcing these body plies are cord belts (made

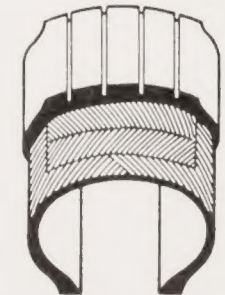
of steel in those offered on AMC cars) which run around the circumference of the tire between the body and the tread. This belt holds the tread flat on the road with the tread grooves open for good traction as well as reducing tread "squirm" which is an enemy of long tire mileage. The steel belts used in these tires provide for greater tread stability as well as guarding the tire against road hazards. Radial tires also provide for a minimum of friction between the cord plies for maximum flexibility and a smooth ride. It is these construction characteristics of tread stability and lack of "squirm" which gives radial tires the qualities of long mileage, excellent stability, superior traction and good handling characteristics.



BIAS PLY



RADIAL



BIAS-BELTED

Optional Tires All Models

		GREMLIN		HORNET								PACER		MATADOR					
		2-Dr Sed		2-Dr Sed		4-Dr Sed		Hatchbk		Wagon		Sed	Wag	Coupe		Sedan		Wag	
		6	6	V8	6	V8	6	V8	6	V8	6	6	6	V8	6	V8	V8		
6.45 x 14	Black White	S* O	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —		
6.95 x 14	Black White	O O	S O	S* O	S O	— —	S O	S* O	S* O	— —	S O	— —	— —	— —	— —	— —	— —		
D78 x 14	Black White	— O	O O	O O	O O	S O	O O	O O	O O	S O	O O	S O	— —	— —	— —	— —	— —		
DR78 x 14	Black White	O O	O O	O O	O O	O O	O O	O O	O O	O O	O O	O O	— —	— —	— —	— —	— —		
D70 x 14	RWL	O	—	—	—	—	O	O	O	O	—	—	—	—	—	—	—		
DR70 x 14	RWL	O	O	O	O	O	O	O	O	O	O	O	—	—	—	—	—		
F78 x 14	Black White	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	S O	S O	S O	S O	— —		
FR78 x 14	White	—	—	—	—	—	—	—	—	—	—	—	O	O	O	O	—		
H78 x 14	Black White	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	— —	S O		
HR78 x 14	White	—	—	—	—	—	—	—	—	—	—	—	O	O	O	O	O		

*Except vehicles equipped with air conditioning.

Rally Stripes

Consult trim and color availability chart
in Data Book for proper usage.

Brown

Blue

Red

White

Black

Gold

Berry

